

The libellant is entitled to a decree of condemnation as prayed for in the libel, with costs, and other proper expenses to be taxed against the intervener.

Dated this 23rd day of February, 1943

PATRICK T. STONE
United States District Judge
Western District of Wisconsin.

...in the interest of the Government, with certain other proper expenses
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United States District Court
Northern District of Wisconsin
Milwaukee, Wisconsin
March 8, 1943
In the matter of the estate of
JAMES H. HARRIS, deceased
Plaintiff
vs.
The Wisconsin Trust Company
Defendant

MAILED
MAR 8 1943

DRUGS IN VIOLATION OF PRESCRIPTION LABELING REQUIREMENTS

5306. First aid kits. (F. D. C. No. 39284. S. No. 46-619 M.)

QUANTITY: 43 *first aid kits* at Philadelphia, Pa.

SHIPPED: 5-11-56, from Bellbluff, Va., by Goldberg Army & Navy Goods.

ACCOMPANYING LABELING: Leaflet entitled "First Aid Instructions Vest, Emergency, Sustenance Type C-1."

RESULTS OF INVESTIGATION: Examination showed the product to be a 4" x 3" plastic case containing the following: 4 adhesive bandages, 1 vial of mild iodine, 2 compress bandages, 1 small cake of soap, 1 plastic vial of amphetamine sulfate tablets, 1 plastic vial of sulfadiazine tablets, 1 plastic vial of atabrine tablets, 1 plastic vial of halazone tablets, and 1 plastic vial of salt tablets.

LIBELED: 6-19-56, E. Dist. Pa.

CHARGE: 503 (b) (4)—the article contained amphetamine sulfate tablets, sulfadiazine tablets, and atabrine tablets, which were drugs subject to 503 (b) (1), and the label of the article failed to bear the statement "Caution: Federal law prohibits dispensing without prescription."

DISPOSITION: 8-1-56. Default—destruction.

DRUGS AND DEVICES ACTIONABLE BECAUSE OF FAILURE TO BEAR ADEQUATE DIRECTIONS OR WARNING STATEMENTS*

5307. Dexedrine Sulfate tablets, secobarbital sodium capsules, and capsules containing a mixture of secobarbital sodium and amobarbital sodium.

(F. D. C. No. 39831. S. Nos. 46-264/5 M, 46-272/5 M.)

INDICTMENT RETURNED: 5-9-57, E. Dist. Pa., against Bernard Friedman, t/a Barclay Pharmacy, Philadelphia, Pa.

SHIPPED: Between 4-3-56 and 4-26-56, from Pennsylvania to New Jersey.

CHARGE: 502 (f) (1)—when shipped, the labeling of the articles failed to bear adequate directions for use.

PLEA: Nolo contendere.

DISPOSITION: 7-8-57 and 9-4-57. The defendant was fined \$6,000, given a jail sentence of 6 months, which was suspended, and placed on probation for 1½ years.

5308. Vit-Ra-Tox No. 21 and No. 16. (F. D. C. No. 35574. S. Nos. 55-951/4 L, 62-612 L.)

INFORMATION FILED: 12-9-54, Dist. Mass., against V. E. Irons, Inc., Boston, Mass., and V. Earl Irons, president and treasurer.

SHIPPED: Between 12-3-52 and 7-28-53, from Massachusetts to Missouri and New York.

LABEL IN PART: (Ctn.) "Vit-Ra-Tox No. 21 A Natural Food with green life In three bottles Two of No. 21A and one of 21B"; (btl.) "V. E. VIT-RA-TOX Irons Inc. No. 21A Part of No. 21 A Natural Food with green life Raw Veal Bone and Defatted Wheat Germ VIT-RA-TOX No. 21A with green life (2-½ oz.) Green Life is a concentrate of the juices of 2 or more young, tender green cereal (grain) shoots (oats, corn, barley, rye or wheat); raised in one of the richest soils known to man on the world's largest Organic Com-

*See also Nos. 5302-5304.

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post Farm near Kansas City, Mo.; extracted in a manner as to retain Nature's vitamins, living enzymes, synergists, and activating minerals (except Vitamin D); a rich natural source of Carotene (provitamin A) and the complete natural complexes of Vitamins B, C, E, F, and K with the P fractions of the C complex and the WULZEN factor of the F complex, plus the living enzymes, synergists and mineral activators. It contains organic iron, calcium, phosphorus, iodine and a host of other minerals in trace amounts with Live Chlorophyll in its natural, untreated, and edible state. * * * Contents 4-1/4 ozs. in tablet form 180 tablets of 10 grs. each"; (btl.) "No. 21B V. E. VIT-RA-TOX Irons Inc. Part of No. 21 A Natural Food This part containing: Garlic Derivative Wheat Germ and Lecithin as Emulsifiers Contents 60 capsules VIT-RA-TOX No. 21B Two green capsules contain the following: Garlic Derivative 4 mgs. Formulated in the following Organic Base (good natural sources of nutritional elements.) Wheat Germ Oil 129.6 Mgs. and Lecithin from soy beans 666.4 mgs. are used as emulsifiers"; (ctn.) "V. E. Vit-Ra-Tox Irons Inc. Products VIT-RA-TOX No. 21 A Dietary Supplement in tablet form containing a mixture of dried extracted juices of Cereal Grasses green life Plus Bone Meal Brewer's Yeast Fish Liver Oils Alfalfa Kelp (or Dulse)"; (btl.) "V. E. VIT-RA-TOX Irons '16' An Adsorbent Aid in Systemic Detoxification and An Intestinal Purificant National Distributors Irons & Moore Division of V. E. Irons, Inc., Boston, Mass. Contents One Quart Mechanically active adsorbent ingredient: Colloidal Bentonite (U. S. P. Grade) Distilled water as vehicle with certified flavor and color."

ACCOMPANYING LABELING: *Vit-Ra-Tox No. 21*. Leaflet headed "No. 21 A Natural Food * * * with green life the basis of all basic sources of Natural Vitamins"; leaflet entitled "What Price Refinement"; sales kit containing (a) looseleaf booklet known as "Civilization—Benefactor or Bandit," the first page of which begins "The National Malnutrition—D. T. Quigley"; (b) booklet entitled "Your Future with Irons and Moore"; (c) pamphlet entitled "Vitamins What Are They?" (d) pamphlet entitled "No. 21—A Natural Food Concentrate with green life," and pamphlet entitled "Ask for your Money Back Now"; and various issues of a newsletter.

Vit-Ra-Tox No. 16. Letter beginning with the words "Dear Friend"; pamphlet entitled "Ask For Your Money Back Now"; and certain portions of a sales kit, namely, (a) two pages of a looseleaf booklet known as "Civilization—Benefactor or Bandit," the first page beginning "Civilization? Primitives Can Teach Us Much" and the second page beginning "Civilization vs. Primitives Toxemia Eliminated the Primitive Way"; and (b) pages 14-18 of a booklet entitled "Your Future with Irons and Moore."

CHARGE: *Vit-Ra-Tox No. 21, No. 21A, and No. 21B*. 502 (a)—the labeling of the articles, when viewed in its entirety as well as through specific claims, contained false and misleading representations that nearly everyone in this country is suffering from malnutrition or in danger of such suffering because of the demineralization and depletion of soils and the refining and processing of foods; that practically all illnesses and diseases of mankind are due to improper nutrition; that the best way to treat, cure, and prevent all the diseases of mankind would be by using the articles; that the articles possessed nutritive properties superior to any other vitamin and mineral supplement; that the articles would be effective in the cure, treatment, and prevention of the ills and diseases of mankind, including heart trouble, diabetes, indigestion, anemia, nervousness, varicose veins, asthma, hay fever, tuberculosis, cancer, arthritis, polio, mental

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disease, dental decay, high blood pressure, kidney disease and diseases of the digestive system, respiratory system, glands, bones, skin, and muscles; that the article designated No. 21B, by reason of its garlic content, possessed marvelous healing power and would be effective in the cure, treatment, and prevention of high blood pressure, low blood pressure, intestinal infections, polio, tuberculosis, arterial disease, flatulence, infections of the respiratory system, worms, lice and nits, skin disease and ulcers, symptoms of aging, and would make the dread symptoms of diphtheria present in the throat disappear; and that the action of the portion of the articles designated as No. 21B was, by reason of its garlic content, comparable to that of penicillin.

Vit-Ra-Tox No. 16. 502 (a)—the labeling of the article, when viewed in its entirety as well as through specific claims, contained false and misleading representations that the article was an adequate and effective treatment for rheumatic and pulmonary affections, disorders of the scrofulous and eczematous types, abscesses, cleansing of sores and wounds, serious disturbances of the digestive tract, and bacterial infections of the gut; and that the article was effective as a systemic detoxificant.

All articles. 502 (f) (1)—the labeling of the articles failed to bear adequate directions for use for the diseases and conditions for which they were intended.

The information alleged also that a quantity of *Vit-Ra-Tox No. 21* consisting of *No. 21A* and *No. 21B* was misbranded under the provisions of the law applicable to foods, as reported in notices of judgment on foods.

PLEA: Not guilty.

DISPOSITION: The case came on for trial before the court and jury on 9-18-56 and was concluded on 10-2-56, with the return by the jury of a verdict of guilty. On 10-22-56, the court imposed a fine of \$6,000 against the corporation and sentenced the individual to 1 year in jail.

The case was appealed to the United States Court of Appeals for the First Circuit; and on 4-24-57, after consideration of the briefs and arguments of counsel, the court handed down the following opinion (244 F 2d 34):

MAGRUDER, *Chief Judge*: "V. E. Irons, Inc., and V. Earl Irons in his individual capacity stand convicted, after a three-weeks trial, on a six-count information for causing the introduction into interstate commerce of misbranded food and drugs in violation of the Federal Food, Drug, and Cosmetic Act,¹ 52 Stat. 1040, as amended, 21 U. S. C. § 301 *et seq.*

"Count I of the information charged that the defendants (appellants herein) caused to be introduced into interstate commerce articles of food, known as *Vit-Ra-Tox 21A* (raw veal bone, defatted wheat germ, and the concentrate of juices of young, green cereal shoots) and *Vit-Ra-Tox 21B* (garlic derivative, wheat germ, and lecithin as emulsifiers), which were misbranded under 21 U. S. C. § 343 (j)² in that they 'purported to be and [were] represented as a food for special dietary uses by man by reason of [their] vitamin and mineral content and [their] label[s] failed to bear such information concerning [their] vitamin and mineral properties as had been determined to be and by regulations³ prescribed as necessary in order fully to inform purchasers as to [their] value for such uses'.

¹ Evidence introduced at the trial seems conclusively to establish that the defendants did introduce their products into interstate commerce. No issue as to this has been seriously pressed on appeal.

² § 343. Misbranded food.

A food shall be deemed to be misbranded— . . .

(j) If it purports to be or is represented for special dietary uses, unless its label bears such information concerning its vitamin, mineral, and other dietary properties as the Administrator determines to be, and by regulations prescribes as, necessary in order fully to inform purchasers as to its value for such uses.

³ The pertinent regulations are as follows:

§ 125.2 *General label statements.* (a) If a food (including food to which any one or more of §§ 125.3 to 125.8, inclusive, is applicable) purports to be or is represented

(Footnote continued on p. 226)

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"Count II charged that the appellants caused to be introduced into interstate commerce articles of drug known as Vit-Ra-Tox 21A and Vit-Ra-Tox 21B (the same products referred to in Count I) which were (a) misbranded under 21 U. S. C. § 352 (a) in that their accompanying labeling—consisting of certain leaflets and various issues of a newsletter—falsely represented 'when viewed in [their] entirety as well as through specific claims . . . that nearly everyone in this country is suffering from malnutrition or in danger of such suffering because of demineralization and depletion of soils and the refining and processing of foods, that particularly all illnesses and diseases of mankind are due to improper nutrition, that said article[s] possessed nutritive properties superior to any other vitamin and mineral supplement, that said article[s] would be effective in the cure, treatment, and prevention of the ills and diseases of mankind,' including certain specific diseases; and which were (b) misbranded under 21 U. S. C. § 352 (f) (1) in that their labeling failed to bear adequate directions for the use for which they were intended, namely, for treatment of the specific diseases which appellants represented that the drugs could cure or prevent.

"Counts III and V named two products similar to the vitamin and mineral products specified in Counts I and II, and alleged that the said articles (being also articles of 'drug' within the meaning of the statutory definition) were

for any special dietary use by man, its label shall bear a statement of the dietary properties upon which such use is based in whole or in part. Such statement shall show the presence or absence of any substance, any alteration of the quantity or character of any constituent, and any other dietary property of such food upon which such use is so based.

(b) If a food (including food to which any one or more of §§ 125.3 to 125.8, inclusive, is applicable) purports to be or is represented for special dietary use by reason of its use for treating any disease resulting from a dietary deficiency in man, its label shall bear, in addition to the information required under paragraph (a) of this section, adequate directions for such use.

§ 125.3 *Label statements relating to vitamins.* (a) (1) If a food purports to be or is represented for special dietary use by man by reason of its vitamin property in respect of:

Vitamin A or its precursors,
Vitamin B₁ (thiamine),
Vitamin C (ascorbic acid),
Vitamin D, or
Riboflavin (vitamin B₂, vitamin G).

the label . . . shall bear a statement of the proportion of the minimum daily requirement for such vitamin supplied by such food when consumed in a specified quantity during a period of one day.

(2) If a food purports to be or is represented for special dietary use by man by reason of its vitamin property in respect of any vitamin not listed in subparagraph (1) of this paragraph, the label shall bear a statement of the quantity of such vitamin in a specified quantity of such food. The quantity of food specified as required by this section, shall be the quantity customarily or usually consumed during a period of one day or a quantity reasonably suitable for and practicable of consumption within such period. If the need in human nutrition for such vitamin has not been established, the label shall also bear the statement 'The need for ----- in human nutrition has not been established,' the blank to be filled in with the name of such vitamin.

§ 125.4 *Label statements relating to minerals.* (a) (1) If a food purports to be or is represented for special dietary use by man by reason of its mineral property in respect of:

Calcium,
Phosphorus,
Iron, or
Iodine,

the label . . . shall bear a statement of the proportion of the minimum daily requirement for such element supplied by such food when consumed in a specific quantity during a period of one day.

(2) If a food purports to be or is represented for special dietary use by man by reason of its mineral property in respect of any element not listed in subparagraph (1) of this paragraph, the label shall bear a statement of the quantity of such element in a specified quantity of such food. Except in the case of foods subject to § 125.9, the quantity of food specified as required in this section shall be the quantity customarily or usually consumed during a period of one day, or a quantity reasonably suitable for and practicable of consumption within such period. If the need in human nutrition for such element has not been established, the label shall also bear the statement 'The need for ----- in human nutrition has not been established,' the blank to be filled in with the name of such element. . . . (21 C. F. R. 247-49 (1955))

§ 352. Misbranded drugs and devices.

A drug or device shall be deemed to be misbranded—

(a) If its labeling is false or misleading in any particular.

§ 352. Misbranded drugs and devices.

A drug or device shall be deemed to be misbranded—

(f) Unless its labeling bears (1) adequate directions for use . . .

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introduced into interstate commerce on or about July 28, 1953, and July 14, 1953, respectively, consigned to the Delvita Company, Wilmington, Delaware, and to one Joseph T. Stoeckl, of Buffalo, New York, respectively, and were (a) misbranded under 21 U. S. C. § 352 (a) in that their labeling, when viewed in its entirety, falsely represented and suggested that 'nearly everyone in this country is suffering from malnutrition or is in danger of such suffering because of the demineralization and depletion of soils and the refining and processing of foods, that practically all human ailments and diseases are traceable to improper nutrition, that the best way to treat, cure, and prevent all the diseases of mankind would be by using said article[s] of drug, that said article[s] [possess] nutritive properties superior to any other vitamin or mineral supplement, that said article[s] constituted an adequate and effective cure, preventive and treatment' for various specific diseases; and were (b) misbranded under 21 U. S. C. § 352 (f) (1) in that their labeling failed to bear adequate directions for use.

"Counts IV and VI involved a different product, known as Vit-Ra-Tox '16,' whose label described it as 'An Adsorbent Aid in Systematic Detoxification and An Intestinal Purificant,' and alleges that said article of drug was introduced into interstate commerce on or about July 28, 1953, and December 3, 1952, respectively, and consigned to the Delvita Company, Wilmington, Delaware, and to one Joseph T. Stoeckl, of Buffalo, New York, respectively, and was (a) misbranded under 21 U. S. C. § 352 (a) in that its labeling falsely represented that the article was an adequate and effective treatment for certain specific disorders and disturbances; and was (b) misbranded under 21 U. S. C. § 352 (f) (1) in that its labeling failed to bear adequate directions for use.

"At the trial it was shown that appellants were engaged in the manufacture and distribution of certain 'natural' vitamin products (distinguished from synthetic vitamins in that they are produced from natural food sources), and that sales of the products were made to consumers by distributors who received from appellants both the product to be sold and supporting literature. The evidence indicated that appellants recruited salespeople from among their customers and acquaintances, as well as through advertisements in newspapers. Selling techniques were explained to these people at meetings and by printed material comprising the sales kit, which contained certain leaflets in addition to supplemental newsletters written at frequent intervals by appellants and sent to such distributors. The printed promotional material was shown to be an integral part of the selling process, and constitutes the major source of the government's proof of the charges contained in the information.

"The written, printed, and graphic material used was all identified and introduced into evidence by a food and drug inspector of the Department of Health, Education, and Welfare, who had posed as a salesman in order to obtain the material from appellants. The inspector made application and became an accepted distributor; he obtained a complete sales kit, purchased products, attended a lecture by Irons, and received a series of newsletters.

"At the conclusion of the trial the jury returned a verdict of guilty against both defendants on all six counts. The court sentenced V. Earl Irons to one year of imprisonment on each of the six counts, the sentences to run concurrently; and imposed upon the defendant corporation a fine of \$1,000 on each count. Appeals were duly taken by both defendants.

"The brief for appellants lists twelve major points as grounds for reversal, as well as a large number of subpoints. But after a complete reading of the voluminous record, we are satisfied that no error was committed by the district court.

"Since appellants make no serious argument with respect to Count I, it may be dealt with summarily. The label on the carton introduced into evidence by the government states that Vit-Ra-Tox No. 21A retains 'Natures' vitamins, living enzymes, synergists, and activating materials (except Vitamin D); a rich natural source of Carotene (provitamin A) and the complete natural complexes of Vitamins B, C, E, F, and K with the P fractions of the C complex and the Wulzen factor of the F complex, plus the living enzymes, synergists and mineral activators. It contains organic iron, calcium, phosphorus, iodine and a host of other minerals in trace amounts The label thus represents that the product has special dietary uses for man, by reason of its vitamin and mineral properties, within the scope of the Administrator's regulations con-

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tained in note 3, *supra*; and because there is no claim that the label satisfied the requirements of the regulations, it is quite clear that there was a violation of the Act, so far as Count I is concerned.

"Before proceeding further, it is to be noted that the Act makes a distinction between the terms 'label' and 'labeling'. Under 21 U. S. C. § 321 (k), 'label' is defined to mean 'a display of written, printed or graphic matter upon the immediate container of any article . . .'. But by 21 U. S. C. § 321 (m), 'labeling' means 'all labels and other written, printed, or graphic matter (1) upon any article or any of its containers or wrappers, or (2) accompanying such article.' It is clear that the term 'labeling' must be given a broad meaning to include all literature used in the sale of food and drugs, whether or not it is shipped into interstate commerce along with the article. 'One article or thing is accompanied by another when it supplements or explains it, in the manner that a committee report of the Congress accompanies a bill. No physical attachment one to the other is necessary. It is the textual relationship that is significant.' *Kordel v. United States*, 335 U. S. 345, 350 (1948). There is no doubt that the printed circulars, pamphlets, brochures and newsletters distributed by appellants in the present case constituted 'labeling' within the statutory definition, and thus may properly be received in evidence as proof of false or misleading statements.

"In determining whether such labeling contained 'false or misleading' statements, we must be careful not to read the literature with the eyes either of experts in nutrition or of overly skeptical buyers. What is pertinent is the effect the claims would have on those to whom they are addressed, namely, prospective purchasers and actual customers of appellants, who cannot be presumed to have special expertness or to be unduly cautious, but who are more likely than not to be persons who are pathetically eager to find some simple cure-all for the diseases with which they are afflicted or who are susceptible to luridly painted scare literature as to the prospect of being disease-ridden unless they consistently partake of the vaunted drug product. This approach has been authoritatively approved. In *Federal Trade Commission v. Standard Education Society*, 302 U. S. 112, 116 (1937), it is stated: 'The fact that a false statement may be obviously false to those who are trained and experienced does not change its character, nor take away its power to deceive others less experienced. There is no duty resting upon a citizen to suspect the honesty of those with whom he transacts business. Laws are made to protect the trusting as well as the suspicious. The best element of business has long since decided that honesty should govern competitive enterprises, and that the rule of *caveat emptor* should not be relied upon to reward fraud and deception.' See also *Donaldson v. Reed Magazine, Inc.*, 333 U. S. 178, 188 (1948).

"When appellants' labeling is examined in this light and in its entirety, it readily appears that the government introduced at least sufficient evidence to warrant submission to the jury of the issues whether appellants made the representations charged against them, and whether these representations were false or misleading.

"The literature contains considerable material that is either obviously harmless or irrelevant to this case, such as lists of food with their vitamin content, instructions to salesmen, and shipping details for the various products. But, beyond that, many representations are made that, fairly interpreted, provide adequate support for the government's charges. There are, first of all, numerous assertions that 'all human ailments' can be traced to nutritive deficiencies and that various specific ills are caused thereby. For example, there is the statement:

The evidence is overwhelming! That we Are what we Eat. That practically All Human ailments are traceable to our food. From the time we are conceived until we reach 150 lbs;

It's The Material Out of Which we are built that determines the structure. If that material is faulty the structure Breaks Down. If it is Not faulty, it does Not Break Down . . . It's our Food, that makes us sick or well.

Similarly, in one of appellants' pamphlets it is stated: "We believe that practically all the ailments that beset our civilized world are caused by deficient foods which can lower one's resistance."

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"With respect to specific diseases, the literature quotes from the writings of one Dr. Sutherland⁶ that:

At the present time many conditions are considered as essentially deficiency diseases and are associated in one's thought with the classical Beri-Beri, Pellagra, Rickets and Scurvy. Such conditions are Infantile Scorbutus, Marasmus, Dentition Difficulties and Imperfect Teeth in Children and Adults, Dyspepsias, Indigestions, Diarrhoeas and Constipation, Obesity, Inability to Nurse Children, Diabetes, Neuroses, Infantile Paralysis, Certain Myalgias or "Rheumatism," Dementia Praecox, and even Tuberculosis and Cancer. The list can be extended but it is already a formidable one.

"Furthermore, there are numerous examples in the record of statements attributing extraordinary powers to appellants' products:

Our customers are indeed fortunate that Vit-Ra-Tox was chosen by Green Life Products Co. of Kansas City, as the First and Only organization of its Kind to offer to the public Green Life, the richest, most potent and easily assimilated Natural Food, known to man.

We believe that Green Life, because of its high concentration of Nature's unknown mysteries, is at present the only hope for overcoming the deficiencies of civilized, processed foods. Green Life alone should be able to help lessen current deficiencies in an average reasonable daily diet if the right amount for each individual can be determined through experience.

"At another point appellants modestly state in an unqualified way that 'It [Vit-Ra-Tox No. 21] is the One Hope for suffering humanity.' And again, that 'This Product' alone of all products now on the market has all the vitamins, minerals, enzymes, co-enzymes, mineral activators and synergists (co-workers or helpers) needed by the human body (except Vitamin D).'

"Apart from these general representations about the value of their product, the record discloses that appellants claimed the power to cure or ameliorate specific diseases. These claims are to be found both with respect to the products which were the subject of Counts II, III and V, and also with respect to those which were the subject of Counts IV and VI. Regarding the products mentioned in Counts II, III and V, it is said: 'Hence Dr. Lee believes that arthritis cannot possibly reside permanently in a body which has a sufficient daily intake of this product.' And, again quoting Dr. Lee, 'No one could continue to have arthritis and use this product daily.'

"With respect to Vit-Ra-Tox 16 (the Bentonite product) referred to in Counts IV and VI, a book of appellants' which was provided to all distributors quoted, somewhat out of context, from U. S. Government Bureau of Mines Booklet No. 609: 'Moistened with water or glycerin, it ["Alkali Bentonites"] also has been used, apparently with some success, for rheumatic and pulmonary affections, disorders of the scrofulous and eczematous type, abscesses, and the cleansing of sores and wounds.'

"Laying aside these specific claims, it is true that most of the representations in the literature relating to diseases are more indirect; virtues of appellants' products are juxtaposed with descriptions of the symptoms or cures for various diseases, although no statement is made overtly correlating the products with the diseases. For example, the first few pages of one of the pamphlets are devoted to very general statements about nutritive deficiencies in the United States; it then goes on to say:

No one can listen to the radio or television day after day without being reminded of the enormity of this health problem. Constantly we hear

⁶ The literature employs quotations from the writings of others. It is obvious that so long as these writings are quoted with approval, they become the representations of appellants and can be used by the government to sustain its charges.

The newsletter containing the second statement attributed to Dr. Lee said: "The above is what Dr. Lee thinks of the base of our new product and we consider him tops, the best authority on vitamins and minerals in the country today." Dr. Lee testified at the trial. It appeared that he was a licensed dentist (1924) not presently practicing dentistry but whose "principal business" was the Lee Engineering Company which manufactured custom-made electrical equipment.

There was evidence that these representations were effective to induce purchases of "Green Life". One witness testified that he was told, when handed the literature, that the product would cure arthritis and that he bought it for that purpose.

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appeals for donations to the Heart Fund on the grounds that over 50% of all the deaths in 1951 were due to Heart trouble of some kind. Yet in 1890 only 5% of the deaths were from Heart Disease. This indicates a 1,000% increase in 60 years. Can anyone doubt that this is a major problem?

In their recent plea, the Cancer Fund announced that one-fifth of those now living will die of Cancer ($\frac{1}{5}$ of 150,000,000 is 30,000,000). Since 1890 the percent of Deaths from Cancer has increased 650%. In the drive for a better understanding of Diabetes it was broadcast and advertised that 1,000,000 people in the country have Diabetes that don't know they have it. Dr. Joslin, the greatest living authority on Diabetes states that at the rate we are going, almost everyone in America will have Diabetes within 50 years.

"Later on in the same pamphlet appellants proceed to discuss the virtues of their products: 'To the best of our knowledge there is absolutely nothing on the market today with which Vit-Ra-Tox #16 can be compared. It seems to have the faculty of assisting the body in removing toxins and poisons.' Another example of the juxtaposition of a discussion of appellants' products with a discussion of specific diseases is contained in one of the newsletters in which, under the heading 'The Garlic Cure for Tuberculosis', there is a long exposition of certain alleged cures of tuberculosis by garlic and garlic products. The latter part of the newsletter contains information for salesmen as to how to speed up their orders for the Vit-Ra-Tox products which contain a garlic derivative. The record discloses many other illustrations of references to specific diseases cleverly coupled with boosts for or information concerning Vit-Ra-Tox. On the basis of this record it is not at all surprising that a lay jury reading the literature came to the conclusion that special curative or at least preventive powers for the diseases mentioned were claimed by appellants for their Vit-Ra-Tox line.⁸ And if such was the impression made upon the jury, it seems more than likely that a prospective purchaser, hoping finally to obtain relief from a long-endured disease, would not read appellants' literature with any skeptical literalness. Bearing in mind the broadly remedial purposes of the Act in preventing deception, the Congress must be taken to have meant to strike not only at palpably false claims but also at clever indirection and ambiguity in the creation of misleading impressions. See *United States v. One Device, Intended for Use as a Colonic Irrigator*, 160 F. 2d 194, 200 (C. A. 10th, 1947).

"In order to show that many of the representations contained in the literature, or labeling, were 'false or misleading', the government put on the stand five expert medical witnesses, authorities in the field of nutrition or internal medicine.

"These experts testified, first of all, that not all human illnesses are traceable to nutritive deficiencies, as appellants claimed, pointing out that some diseases are caused by congenital defects, others by specific viruses or bacteria, and that numerous degenerative diseases of old age have nothing to do with nutrition. Moreover, they stated that, after experiments with appellants' products, these were found to lack the powers attributed to them, either as general aids to health or in connection with the specific diseases mentioned in the literature. One doctor said: 'In the directions recommended, it would have absolutely no effect in any of the ten leading causes of death in the United States, or in any other way you would like to take it.' There is no need to recite the evidence in detail, for the record is replete with medical testimony

⁸ On its cartons and in one or two of appellants' newsletters or pamphlets, one may find disclaimers such as the following:

"Important—We do not diagnose or prescribe

"Neither we nor our Vit-Ra-Tox Distributors are doctors. We do not attempt to diagnose or prescribe. We do not approach our customer's health problem from the standpoint of specific ailments. We are however, interested in teaching them how, to the extent possible through nutritional influences, we can help them. . . .

"Our sales talk and theory of body building through nutritional elements are not to be interpreted as entering the field of medicine or as violating a doctor's prerogative. Since, therefore, we try only to improve the nutritional vitality of our customers, if any dangerous acute conditions exist or are suspected, a physician should be consulted."

Such disclaimers occur only rarely. And even when they appear in conjunction with some of the literature found to be false or misleading, they should not be regarded as conferring any immunity on appellants, so long as the literature in its entirety is reasonably understood by readers to make the curative claims alleged by the government.

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contradicting the various claims; and there is no doubt that the jury was provided with a sufficient foundation for its findings.

"Appellants introduced their own expert witnesses at the trial, but it does not take one well versed in the field of nutrition to appreciate why the jury might have accorded their testimony diminished weight. One of them was a soils expert who was not shown to be qualified to discuss human nutrition or the claim that soil deficiency resulted either in national malnutrition or in diseases of man. Several practising physicians also testified, but none seemed to possess extensive qualifications in nutrition. One of these, who had not practised medicine for over thirty years, testified to laboratory tests he made for high blood pressure using garlic on cats and on humans, but he admitted on cross-examination that, to supply a daily dose comparable to the dose of garlic administered in his tests, he would have to give a patient 855 tablets of Vit-Ra-Tox 21B per day. Appellants also presented two dentists, neither of whom disclosed any additional training to equip them as an expert in nutrition, and one of whose writings—those of Dr. Lee—had been employed as part of appellants' sales literature. See note 7, *supra*. Incidentally, this is the Dr. Lee whom one of the government's experts caustically referred to as 'known as one of the biggest charlatans in the food quackery business.' The jury, after hearing these expert witnesses for both sides, was in a position to compare their respective qualifications, and we are not prepared to set aside its determination as to where the truth lay.

"Concerning the accuracy of therapeutic claims, it was held in an earlier mail fraud case that fraud could not be found to exist so long as bona fide differences of medical opinion existed. *American School of Magnetic Healing v. McAnnulty*, 187 U. S. 94 (1902). But the terms of the Federal Food, Drug, and Cosmetic Act of 1938, outlawing 'false or misleading' labeling, and the regulations issued under the Act, proceed upon a different basis. One may be guilty of the misdemeanor described in 21 U. S. C. § 333 (a) without having any intent to defraud or mislead. In contrast with this is the provision of § 333 (b), which imposes more severe penalties in case of a violation of any of the provisions of § 331, 'with intent to defraud or mislead'. In the applicable regulations it is provided: 'The existence of a difference of opinion, among experts qualified by scientific training and experience, as to the truth of a representation made or suggested in the labeling is a fact (among other facts) the failure to reveal which may render the labeling misleading, if there is a material weight of opinion contrary to such representation.' 21 C. F. R. § 1.3. The cases decided under the Act indicate that the jury will be allowed to determine the truth of a therapeutic claim as it would that of any other fact. *United States v. Kaadt*, 171 F. 2d 800, 803 (C. A. 7th, 1949). The danger has been pointed out, in 67 Harv. L. Rev. 632 at 654, 'that juries, if always allowed to determine the validity of a claim after hearing contradictory medical testimony, will brand false new, temporarily unpopular, but possibly correct scientific theories.' On the other hand, the potentiality of harm to gullible consumers, from acceptance of false or misleading representations, may be just as real even though the maker of the representations has a bona fide belief in their truth. Which of these more or less competing considerations is to be accorded priority is, of course, a matter of policy for the Congress to decide. See *United States v. Dotterweich*, 320 U. S. 277, 284-85 (1943).

"It must be remembered that a representation may be 'misleading' from the very fact of overemphasis and exaggeration, even though the product in question may be helpful, and in some circumstances useful, though not really indispensable to good health. This is no doubt what one of the government's expert witnesses had in mind when he testified:

Well, obviously food is important, and we have to develop our bodies from building materials and blocks we get from food; but in order to utilize our food properly we have to have a liver that is functioning, and a pancreas that is functioning, and various other of our body organs, in order to utilize food properly. So we may very well get the best of food, and yet if we have faulty processes of digestion, or liver functioning, which is mentioned specifically, we can't get the most out of our food. On the other hand, if we have a good liver and a good pancreas and a good insides, you might say, working properly and we get poor food, we aren't going to do

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a good job either, so the answer to the last part is Yes or No, food is important but other things are also important.

"The same expert testified subsequently, on cross-examination:

If anybody eats nothing but sugar, that is, this white sugar you mentioned nothing but white bread, you would need some type of vitamin and mineral supplement. If you put in a little milk, if you put in a little meat, if you put in a little egg, vegetable, fruits, you don't need Mr. Irons or anybody else, if you are in good health.

"Turning now to the second charge contained in each of Counts II-VI of the information, that is, that the articles of drug were misbranded in that their labeling failed to bear 'adequate directions for use' for the various diseases and conditions for which they were intended, it may be pointed out that we are free to look to all relevant sources in order to ascertain what is the 'intended use' of a drug, and are not merely confined to the labels on the drug or the 'labeling'. The legislative history of the 1938 Act makes this clear. See Dunn, Federal Food, Drug, and Cosmetic Act 111-12, 240 (1938). Such also has been the undeviating opinion of the courts which have had occasion to deal with the issue. For example, in a recent decision the Third Circuit said:

The intended uses of the products in the present issue as in *Kordel* [*Kordel v. United States*, *supra*, 335 U. S. 345] were to cure, ameliorate or prevent diseases. The evidence to prove their uses included both graphic materials distributed and testimony of oral representations to users and prospective users. The latter are no less relevant on the question than the former. Both show that the products shipped were to be used as drugs. "*United States v. El Rancho Adolphus Products et al.*, F. 2d (C. A. 3d Jan. 29, 1957). See also *United States v. 3 Cartons, More or Less, No. 26 Formula GM etc.*," 132 F. Supp. 569, 574 (S. D. Cal. 1952).

"In the present case, therefore, we are entitled to utilize all of appellants' literature as well as the oral representations made by V. Earl Irons at his lectures or by authorized sales distributors."

"As a matter of fact, appellants introduced no label which provided adequate directions if the use of the products is to be taken to effect the cure or prevention of the various diseases mentioned in the literature. Indeed, appellants do not maintain that they ever issued any such label, but content themselves in saying that the government's case must fall because there was no showing that the voluminous literature admitted in evidence constituted all of the labeling of the products; in other words, it is argued that other items of labeling which might exist might have contained adequate directions for use. But once the government has introduced into evidence a substantial

⁹ The following testimony of the food and drug inspector about a speech made by appellant V. Earl Irons was thus admissible in order to show the intended use of the products.

"Q. In what way? What did he say about conditions?

A. Well, he mentioned there are four different types of cancer, he mentioned female troubles, and he also mentioned sexual impotence, sexual perversion. With regard to female troubles, he said, he mentioned a case of a woman who had not menstruated for a long time and after starting on Vit-Ra-Tox had no more trouble in that regard. Mr. Foley: If your Honor please, I just want to make sure I have a running objection to all of this.

The Court: Oh, yes, yes. Perfectly admissible.

Q. Will you go on mentioning the others?

The Court: Go ahead.

A. Certainly.

Q. Give to the best of your memory the substance of this lecture given by Mr. Irons. A. When he began to talk about cancer, he made the statement: 'Ladies and gentlemen, I would rather have cancer than a bad case of asthma because cancer can be cured in three to ten weeks.'

One consumer testified without objection that he had bought some Vit-Ra-Tox No. 21 upon an oral representation by the salesman that it would cure arthritis (see note 7, *supra*). The court charged the jury, in terms that were not objected to at the conclusion of the charge (see Rule 30 F. R. Cr. P.), that they might consider oral statements of Irons or a distributor of the corporation in determining whether the product was offered for treatment of specific diseases.

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number of documents constituting 'labeling' of the various drug products, none of which provided 'adequate directions for use', it seems perfectly reasonable to require that the defendants have the burden of going forward with the production of other labeling which does satisfy the demands of the statute. It would be quite unthinkable to impose upon the government the further necessity of proving that there are no other, secreted, labelings in existence, especially since all such literature used by appellants can be assumed to be in their possession. Therefore we find no error in the conclusion that the labeling of appellants' products did not provide adequate directions for use.

'Appellants present a variety of other defenses, some of which are clearly untenable. For example, it is a bit late in the day to sustain the assertion that the Federal Food, Drug and Cosmetic Act is unconstitutionally vague. Nor, after a review of the entire record, are we able to agree that the court below committed prejudicial procedural errors in its conduct of the trial.

'However, the propriety of the sentences imposed merits a brief comment. It is argued that Counts I and II of the information and Counts III and IV each charged but a single offense and therefore that it was an error to sentence appellants separately on each of these four counts. (The individual defendant is hardly in a position to raise this point, since the sentences imposed upon him were to run concurrently. However, separate fines were imposed upon the corporate defendant as to each count.) The rule is now well settled that a conviction with sentence upon one indictment or information does not bar conviction with sentence upon another 'if the evidence required to support the one would not have been sufficient to warrant the conviction upon the other without proof of an additional fact . . .'. *Wberling v. Morgan*, 237 U. S. 625, 631 (1915); *Ekberg v. United States*, 167 F. 2d 380, 384 (C. A. 1st, 1948). In the present case this test is satisfactorily met. The violation in Count I is based upon the charge that the article was represented as a food for special dietary uses by reason of its vitamin and mineral content, and that the label did not bear certain information required under the authorized regulations issued by the Secretary of Health, Education, and Welfare. In contrast, Count II alleges the same product to be a misbranded drug on the basis of false and misleading statements which appear on the 'labeling' literature disseminated by appellants; and to obtain a conviction under this count the government had to prove the additional fact that the statements contained in such literature were false or misleading.

'The arguments based on Counts III and IV are even more flimsy, for these counts involve entirely different drugs. The drug named in Count III is a tablet known as Vit-Ra-Tox No. 21, which is said on its label to contain 'a mixture of dried extracted juices of cereal grasses green life, plus bone meal, brewer's yeast, fish liver oils, alfalfa kelp (or dulse)'. The drug which is the subject of Count IV is a liquid known as Vit-Ra-Tox No. 16, described in the label thus: 'Colloidal Bentonite (U. S. P. Grade). Distilled water as vehicle with certified flavor and color'. Obviously they are different drugs. As the statute forbids the introduction into interstate commerce of any drug that is adulterated or misbranded (21 U. S. C. § 331 (a)), Counts III and IV do not charge the commission of a single offense but rather two separate and distinct offenses, and the sentence imposed upon the corporate defendant by the trial court was therefore entirely proper."

A petition for a writ of certiorari was filed with the United States Supreme Court on 5-23-57, and on 6-17-57 the petition was denied.

5309. Nutrilite food supplement. (F. D. C. No. 39368. S. Nos. 20-490 M, 20-495 M.)

INFORMATION FILED: 2-7-57, Dist. Columbia, against Berneice Small, Washington, D. C.

ALLEGED VIOLATION: On 1-18-56 and 1-27-56, the defendant sold and delivered quantities of the article which had been orally recommended by the defendant for the diseases, symptoms, and conditions set forth below, which acts resulted in the article being misbranded while held for sale.

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Have You a Friend Who Suffers from Asthma, Hay Fever or Catarrh?

No sufferer from Asthma, Hay Fever or Catarrh need be told how others suffer! Hence we know you will want some friends of yours—fellow sufferers—to enjoy the same relief you will feel after the first doses of RINEX Prescription. Fill in their names and addresses on lines below—we'll send free samples direct post haste.

I have taken Dr. Platt's Rinex Prescription and received relief from
[] Asthma [] Hay Fever [] Catarrh.

My Name _____

Address _____

City _____ State _____

I wish you would send free samples to the following friends of mine:

Name of Friend _____

Affliction: [] Asthma [] Hay Fever [] Catarrh

Address _____

City _____ State _____

Name of Friend _____

Affliction: [] Asthma [] Hay Fever [] Catarrh

Address _____

City _____ State _____

Name of Friend _____

Affliction: [] Asthma [] Hay Fever [] Catarrh

Address _____

City _____ State _____

Also please acquaint my druggist, whose name follows, with RINEX so I can secure it locally in the future.

Name of Druggist _____

Address _____

City _____ State _____

Fill in blanks above and mail to

THE CLINICAL LABORATORIES CO., CLEVELAND, O.

Note: Your name will be held in confidence.

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See Cramp

DIRECTIONS FOR THE USE OF

DR. PLATT'S
Rinex
PRESCRIPTION

Platts Relief

**A Safe Scientific treatment for the
Relief of All Forms of**

ASTHMA

Including

Cardiac, Renal, Bron-
chial and Infective—
both Chronic and
Acute.

CATARRH

Including

Chronic, as well as
Acute Forms, such as
Head Colds, Coryza,
Laryngitis, Bronchitis.

HAY FEVER

Including

Rose Fever, Hay
Asthma, Rose Colds,
Summer Colds, Au-
tumnal Catarrh and
Pseudo Hay Fever.

WHAT RINEX IS

Rinex is a Physician's prescrip-
tion, developed and perfected in
the successful treatment of more
than 7,000 clinical cases of Asth-
ma, Hay Fever, Catarrh, Head
Colds and other respiratory dis-
eases. It is most carefully pre-
pared from drugs of assured U.
S. P. standard by one of the
largest and most highly regarded
Pharmaceutical Manufacturers.

Rinex is sure, safe and easy to
take. Relief usually comes so
quickly as to astound the patient.
Directions should be followed
closely.

WHAT RINEX IS NOT

Rinex contains no opiates or
narcotic drugs of any sort. It
is non-toxic. It is not habit-
forming and no bad after effects
of any kind result from its use.

Rinex is offered to afford in-
stant and sure relief in all forms
of Hay Fever, Asthma, Catarrh,
etc. Sufferers are grateful for
this treatment that gives real re-
lief, and are encouraged to con-
tinue the treatment for a rea-
sonable period, by the wonderful
results of many other sufferers
who have secured permanent
relief.

What Rinex Does

Rinex instantly attacks the toxic poisons that are to be
found in all respiratory cases. At the same time, it
builds up the natural resistance of the body, restricts
excess mucous secretions, allays and strengthens the
nerves and stimulates slightly. The result is that relief
is experienced almost instantly and all natural bodily
functions are so strengthened that the attack is quickly
and usually completely overcome and thrown off. Rinex
throws overwhelming reinforcements on the side of
Nature in its combat with the causes of respiratory
diseases.

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The CLINICAL LABORATORIES COMPANY
CLEVELAND, OHIO, U. S. A.

The Clinical Laboratories Company

Cleveland, Ohio

WHAT IT IS The Clinical Laboratories Company is an Ohio Corporation, organized and conducted for the purpose of originating through licensed Physicians and developing through careful clinical investigation, such medical preparations as come within the limitations of self medication, and marketing them through the wholesale and retail drug trade, not only to physicians, but direct to consumers.

Therapeutically and pharmaceutically, its preparations are wholly reliable and in all cases guaranteed to give the results claimed for them, or money refunded.

WHAT IT DOES The Clinical Laboratories Company conducts continuously, scientific investigations through its laboratory and clinic, of medicinal preparations originated by its own staff or purchased outright by it. In several important ways it has already added to medical knowledge. Physicians in all parts of the country are now availing themselves of the tremendous fund of scientific data accumulated in our specialized laboratory and clinical work.

Other Products of The Clinical Laboratories Co.

HENSCH'S FOOD A highly nourishing, palatable food for Infants, Invalids and Convalescents; a wonderful building food in mal-nutrition and constitutional inferiority; corrective in Indigestion, Dyspepsia, Gastralgia, Fever Cases, Insomnia, Vomiting during Pregnancy.

CANDI-LAX A tasty, mint flavored laxative tablet for Constipation, Indigestion, Heartburn, Sour Stomach, Belching, Nausea, Colic. Relaxes the bowels, benefits the stomach; not habit-forming, fine for Infants, Children and Grown-ups.

TARKON A powerful and inexpensive antiseptic, non-poisonous, absolutely harmless, yet two and one-half times more powerful than Carbolic Acid; tasteless, odorless, germ destroying, tissue building.

Free Medical Consultation—Use Clinical Report Sheet

Asthma, Hay Fever and Catarrh sufferers especially are urged to fill in and mail to us at once the Clinical Report Sheet to be found in every regular sized package of Rinex prescription. Information thus given is held in strict confidence, is referred at once to our physicians and the sufferer immediately advised, individually, by special letter. Frequently there are complications with these particular diseases, and our Medical Department is able in almost all cases to prescribe correctively.

General Directions

Read This First

With each dose of Rinex it is desirable to drink several large glasses of water, preferably with a teaspoonful of ordinary baking soda dissolved in each glass, and while taking the treatment, one should drink plenty of water throughout the day.

It is necessary to keep the bowels in good condition during the Rinex treatment. We recommend Candi-Lax for this because we know it acts well in connection with Rinex and one or two tablets each evening are very effective, both in keeping the bowels clean and the stomach sweet. Candi-Lax is not habit-forming. Milk of Magnesia, taken in tablespoonful doses each evening, also serves the purpose very well.

Avoid heavy eating when taking the Rinex treatment. Eat enough but at each meal eat a little less than you feel you want and avoid heavy meats and starchy foods. Eat plenty of fruit and vegetables.

The Rinex treatment should be continued until the desired effects are secured, and for a period thereafter long enough to make the effect positive. Rinex is harmless and may be taken as long as necessary without habit-forming and without bad after effects.

If, after beginning the Rinex treatment, you do not secure the results you expected, it is possible, particularly in Asthma, Hay Fever and Catarrh, that complications exist. Fill in the Clinical Report Sheet in this package and mail it at once. You will receive, at once without charge, expert medical advice from the clinic physicians.

Keep Rinex in a cool, dry place, and keep the top screwed on tightly.

GUARANTEE

Dr. Platt's Rinex Prescription is guaranteed to relieve Asthma, Hay Fever, Rose Fever, and Catarrh in 24 hours. All druggists are authorized to refund full purchase price to any dissatisfied customer; we refund the druggist promptly upon receipt of name and address of person refunded.

HEAD COLDS: Rinex is guaranteed as in the foregoing, to dispel Head Colds in 5 hours!

NOTE: Customers failing to secure relief from first bottle of Rinex should not continue the treatment further. We refund for only one package to any one customer.

Asthma

The outstanding symptoms are extreme shortness of breath, spasmodic contraction of the lungs with inability to expel the breath or fill the lungs to full capacity, frequently accompanied by intense and spasmodic coughing and inability to raise mucous.

Rinex is successfully used in all forms of Asthma, both Chronic and Acute, no matter of how long standing. Cardiac, Renal, Bronchial and Infective Asthma all yield equally well to the treatment, which is basic, being directed at the toxic poisons in the blood. Sufferers from the advanced and incurable form, called Emphysema, unable to secure help from any other treatment, find in Rinex a constantly dependable source of relief. All ages find Rinex an instant and sure relief. Children as young as six years old have been successfully treated; adults past eighty years old have responded immediately, normal breathing, eating and sleeping being restored to them.

With the Rinex treatment, results in Asthma are usually almost immediate, and even the most stubborn cases experience marked relief within 24 hours. The period of time over which the treatment must continue, however, varies. The wife of a druggist claims to have been permanently relieved from Cardiac Asthma by a few doses only; a man 80 years old reached the point of freedom from Asthma with his second bottle of Rinex; a boy of 10 was so relieved by three doses that he has never since required further treatment. However, many cases must continue the treatment for several months to secure lasting benefit.

WHAT CAUSES ASTHMA Prolonged irritation of the lungs and bronchial tubes from coughs and colds; toxic infection as a result of pneumonia, influenza, bronchitis, etc.; protein infection from weeds, from plant, shrub and tree pollen, and from animal dandruff; heart and renal disorders; mechanical obstructions in the respiratory tract—all these and still other less frequent conditions are known to cause the distressing malady, Asthma.

Most medical authorities in the past have followed the plan of diagnosing the particular form of Asthma and its cause, and directing a special treatment for that form. The Rinex Prescription treatment is for all forms of Asthma, alike; because the treatment is directed against the systemic poisoning existing in all forms of Asthma alike, and towards the strengthening and upbuilding of normal bodily resistance.

TREATMENT Diet forms a very important part of the general treatment for Asthma. Patients should avoid all heavy protein foods, such as beef, veal, eggs, milk, rich pastries, candy and sugar. Only those

vegetables which grow entirely above the ground should be eaten. Alcohol must be religiously avoided. We have a special diet chart which is sent free to all Asthma sufferers; it may be had, together with a special letter of instructions for your particular case, by filling in details of your case on the Clinical Report Sheet to be found in the Rinex package and mailing to The Clinical Laboratories Co., Cleveland, Ohio.

How to Take Rinex for Asthma

First read "General Directions" at top of Page three. Take two capsules and one white tablet at 1 P. M. Repeat at 8 P. M. daily. If your Asthma is troublesome in the mornings, two capsules and one white tablet may also be taken at 8 A. M. You will insure best results by making it a practice to take Rinex on the exact hours indicated, but variation of as much as one hour either way is allowed. If difficulty is experienced in breathing at night, we recommend taking three capsules and two white tablets and drinking one or two cups of black, hot coffee, tea or Hensch's Food, immediately before retiring. If coffee or tea does not agree, do not use.

CHILDREN—(over 6 years old)—Take one capsule and one white tablet as above.

IMPORTANT The professional service given free by the Medical Department of The Clinical Laboratories Company is especially valuable to Asthma sufferers. Fill in carefully the Clinical Report Sheet to be found in each regular size package of Rinex, and mail to us immediately. All such information is regarded by us as strictly confidential.

Hay Fever

Hay Fever, variously called Hay Asthma, Hay Colds, Rose Fever, Rose Colds, Autumnal Catarrh, etc., occurs from spring until winter, according to locality and according to the time of blooming of the many different plants, shrubs and trees whose flower pollen is known to cause the malady. The disease recurs for the individual about the same time each year, lasts from four to thirteen weeks, and is characterized by profuse flowing from eyes and nose, frequent and body-racking sneezing, general malaise, irritability, insomnia, increased perspiration and in many cases, Asthma. The eyes flinch in bright light, headache occurs daily, appetite is lessened and occasionally there is fever.

In some cases the attack occurs in May or June; this is termed Spring Hay Fever, Rose Fever, Rose Cold or Summer Cold. Many suffer during July when haying season is on and the attack is most frequently called Hay Fever or Hay Asthma. However, probably the greatest number are afflicted in August and are relieved only when frost comes, usually in October. During the whole year, however, it frequently happens that Hay Fever sufferers are acutely sensitive to dust, smoke, gases, animal odors, etc. Rinex provides year-around relief in all such cases.

Rinex usually gives almost complete relief in Hay Fever within 24 hours. However, it should be understood that the Rinex treatment is not sold as a cure; usually it must be taken continuously throughout the period of attack. It relieves quickly and thoroughly. In more than 3,000 clinical cases more than 95% were fully relieved within 24 hours. The Rinex treatment is suitable to all ages and is effective regardless of how many years the sufferer may have been afflicted. It is the observation of the clinic, also, that in patients who take Rinex throughout the season, Hay Fever recurs more lightly each succeeding year.

WHAT CAUSES HAY FEVER.. Protein infection causes Hay Fever. The pollen from flowers of certain plants, shrubs and trees, carried long distances on the wind, lodge in the nostrils. Chemical analysis reveals that these pollen are about 25% raw protein; this undigested protein is absorbed directly into the blood through the mucous membranes and immediately produces a toxic effect, disturbing the blood balance and the nervous system, and causing the peculiar symptoms of Hay Fever. Formerly it was supposed that Hay Fever was merely surface irritation of the membranes of the eyes, nose and throat, caused by the scratching of the myriad tiny, spinular pollen, and various sprays, nasal jellies, balms, powders, etc., were offered to relieve. Now it is known that there is a definite systemic condition that can be treated only through the blood stream. Rinex, in capsules, taken internally, attacks and dispels the toxins instantly, and when taken throughout the Hay Fever attack, neutralizes constantly the further absorption of protein from the fresh pollen that fastens to the nasal membranes day in and day out. It is this constant absorption of pollen protein that makes continuous treatment

Have You a Friend Who Suffers from Asthma, Hay Fever or Catarrh?

No sufferers from Asthma, Hay Fever or Catarrh need be told how others suffer! Hence we know you will want some friends of yours-fellow sufferers-to enjoy the same relief you will feel after the first doses of RINEX Prescription. Fill in their names and addresses on lines below—we'll send free samples direct post haste.

I have taken Dr. Platt's RINEX Prescription and received relief from
[] Asthma [] Hay Fever [] Catarrh.

My Name _____

Address _____

City _____ State _____

I wish you would send free samples to the following friends of mine:

Name of Friend _____

Affliction: [] Asthma [] Hay Fever [] Catarrh

Address _____

City _____ State _____

Name of Friend _____

Affliction: [] Asthma [] Hay Fever [] Catarrh

Address _____

City _____ State _____

Name of Friend _____

Affliction: [] Asthma [] Hay Fever [] Catarrh

Address _____

City _____ State _____

Also please acquaint my druggist, whose name follows, with RINEX so I can secure it locally in the future.

Name of Druggist _____

Address _____

City _____ State _____

Fill in blanks above and mail to

THE CLINICAL LABORATORIES CO., CLEVELAND, O.

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CANDI-LAX is recommended with the Rinex treatment. If you desire a sample, fill in your name and address below:

Please send me a free sample of CANDI-LAX

Name _____

Address _____

City _____ State _____

Candi-Lax is the most economical laxative on the market—24 mint-flavored tablets, 25 cents. Full size box sent post-paid upon receipt of stamps or coin.

If there is an infant, underweight child, dyspeptic or aged person in your family, you should know about HENSCH'S FOOD, the palatable, nourishing food, easily digested by the weakest stomach. A postcard giving age of child and your doctor's full name and address will bring you a sample bottle and full information.

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necessary in Hay Fever; fresh poison is being absorbed all the time, requiring more medicine to neutralize it.

TREATMENT We emphasize the drinking of large quantities of water, not cold. A good diuretic water, such as Buffalo Mineral Water, obtainable at most drug stores, is recommended to aid elimination, particularly through the kidneys. When Hay Fever is accompanied by the wheezing, gasping symptoms of Asthma, the sufferer should follow directions for treatment of Asthma instead of the directions Tarkon solution as an eye wash, nasal spray and mouth wash. Tarkon can be had at most drug stores. If unable to secure at your druggist's, order direct from The Clinical Laboratories Co. Price \$1.00.

Attention of Hay Fever sufferers is especially directed to the special free service of our Medical Department, explained on the Clinical Report Sheet to be found in each package of Rinex.

How to take Rinex for Hay Fever

First read "General Directions" at top of Page 3. Do not take Rinex in advance of your Hay Fever attack; Rinex does not **prevent Hay Fever**—it neutralizes the toxic poisons that come only after the pollen begins to fly. Wait until Hay Fever first strikes you, then begin taking Rinex strictly according to directions. Take two capsules and one white tablet at 8 A. M. Repeat at 8 P. M. If your Hay Fever begins to be troublesome by noon, two capsules and one white tablet may be taken at 1 P. M. You will secure best results if you make it a strict practice to take Rinex at the hours indicated, but occasional variation of as much as one hour either way is allowed. Remember that it is important to keep the bowels active while taking Rinex. In occasional cases, Rinex seems to give permanent relief with a few doses. This is exceptional. Rinex must usually be taken throughout the Hay Fever season for the reason already given—the continuous absorption of more and more poison with every breath you take.

CHILDREN—(over 6 years old)—Take one capsule and one white tablet as above.

Chronic Catarrh

Chronic Catarrh is first usually characterized by what most people describe as a "slight dropping into the throat." In some cases this discharge is thin, watery, irritating and profuse; in other cases, it is thick, ropy and tough, requiring strong efforts to remove it from the throat. At the same time, the nose may be stopped up from the swollen and thickened condition of the mucous membranes, this frequently causing breathing through the mouth and giving the voice a husky, nasal twang. In some cases the patient is troubled with headache or experiences a dull, heavy pressure or fullness in the head. Sometimes the condition causes a confusion of ideas, weakened memory, irritability and despondency. Smelling is impaired and sometimes either seriously affected or lost; taste and hearing are also frequently affected.

"OZAENA" This aggravated form of the disease gives off a strong and offensive odor. Secretions thrown off in this advanced stage are extremely irritating and frequently cause ulceration of the membranes in the air passages of the head. As this condition progresses, cartilage, and sometimes the bone itself, as well as the fibrous tissues, become infected. As the disease advances still further, all the symptoms become more and more marked and repulsive, and the sufferer not only is in danger of a permanent loss of health and systemic infection, but also becomes most disagreeable, both to himself and others.

COMPLICATIONS Pharyngitis, laryngitis, bronchitis, deafness, indigestion, dyspepsia frequently result from Chronic Catarrhal conditions. Many people who know they have Catarrh do not consider it serious. Neglect, however, is almost certain to result in advanced forms of the disease and perhaps also any of the complications indicated. The Rinex treatment gives relief at once, and when persisted in, it is almost certain to bring about full relief from the condition. Some people, of course, are continuously subject to dust, acid fumes, smoke or odors which are irritating and tend to create a constant Catarrhal Condition. Such cases may never be entirely free of Catarrh as long as they are subject to these irritations, but they will find that the regular or occasional use of the Rinex treatment is not harmful and does reduce the Catarrhal condition to the point where they are not annoyed by it.

WHAT CAUSES CHRONIC CATARRH Chronic Catarrh is most commonly brought on through repeated attacks of Head Colds, causing the mucous membranes of the nose and air passages to become thickened and the mucous follicles or glands diseased. It also sometimes follows typhoid fever, scarlet fever, measles or other eruptive fevers, and is quite commonly incited by continuous exposure to irritating dust, gases, odors or other atmospheric impurities. Occasionally, it is caused by displacement of one or more of the bony structures of the nose, resulting in chronic inflammation.

TREATMENT FOR CATARRH Catarrh yields almost at once to the Rinex treatment. The systemic infection is overcome, excess secretion of mucous is stopped, the nose, head and throat clear up and feel well. We have evolved a special nasal and throat wash, which greatly aids the Rinex treatment, and brings quicker, more complete relief, and is known as TARKON. To receive maximum and permanent results from Rinex TARKON must be used. If by any chance your druggist does not keep TARKON, order direct from The Clinical Laboratories Co. Price \$1.00.

Catarrh cases require varying periods of time for treatment. We have had cases that claimed complete relief from two bottles of Rinex. Other cases use Rinex whenever change of weather, irritating dust particles, gases or odors bring on an attack. The treatment should be continued until freedom from symptoms is accomplished and may be resumed at any time if attack returns.

How to Take Rinex for Catarrh

First read "General Directions" on Page 3. Take two capsules and one white tablet at 8 A. M., 2 P. M., and 8 P. M. daily. Use the Tarkon solution, according to directions in the Tarkon package, as a nose, throat and mouth wash. The Rinex dosage may be reduced in quantity or frequency of taking, according to the user's judgment; the exact hours should be strictly adhered to, but occasional variation one hour either way is allowed.

CHILDREN—(over 6 years old)—Take one capsule and one white tablet as above.

Head Colds

Cold in the head, or acute Nasal Catarrh, is an acute inflammation of the mucous membranes of the air passages in the head. The attack may extend to the pharynx, larynx and bronchials. The attack usually follows a chill, feeling of lassitude and slight fever. There is an oppressive fullness about the eyes and forehead, and more or less obstruction in the nostrils. Later, there is copious, harsh, watery discharge from the nostrils and a "weeping" of the eyes. Sometimes there is temporary deafness or ringing in the ears and slight facial neuralgia. Colds are extremely dangerous. Stopping them in their very beginning often means the warding off of bronchitis, pneumonia or influenza.

WHAT CAUSES HEAD COLDS Cold in the head is most frequently caused by exposure to quick change of temperature or to drafts, without the body being properly protected from the resulting rapid radiation of bodily heat. Any congested condition, however, makes one particularly subject to Head Colds. Constipation is a prevalent cause. In almost all cases also, the system at the time of contracting a Head Cold is impoverished, there being either enfeebled circulation, general or nervous debility or blood impurities. Easily digested, nourishing food, plenty of rest and sleep and outdoor exercise, are helpful in building up resistance to Head Cold attacks.

TREATMENT OF HEAD COLDS Head Colds, in their early stage of "sniffing and snuffling" are almost instantly relieved by the Rinex treatment.

It is not unusual for all symptoms to disappear in 30 minutes, and in few cases of this type does Rinex require more than 3 hours to bring about complete relief. Watch for the first symptoms of Head Colds—the frontal fullness, watery eyes and irritated nostrils; take Rinex at once, and that Head Cold will be stopped. Head Colds, however, which have been allowed to develop for several days, have usually reached an infectious stage where the entire system is affected. In such cases, the Rinex treatment should be supplemented as follows: First, take a quick-acting physic such as Pluto Water, Citrate of Magnesia or Salts; second, leave off heavy eating—a light vegetable diet is best—drink plenty of water during the day, at least a glassful every hour; third, avoid exposure to cold, foul air, and overheated rooms; fourth, promote perspiration during the night by taking a hot foot bath and a hot drink immediately before retiring; fifth, during treatment in cold weather there should be some heat in the bedroom; also do not leave the windows wide open—open them, but only enough

for ventilation. By following this procedure and taking Rinex according to directions, even the most stubborn or severe cold usually breaks completely overnight.

How to Take Rinex for Head Colds

First read "General Directions" on Page 3. Take two capsules and one white tablet at 8 A. M., 1 P. M. and 8 P. M. Drink one or two glasses of water, not ice cold, with each dose. **Note:** Take the first dose of Rinex at the first minute you notice symptoms of Cold, **regardless of the hour**, then endeavor to follow doses according to the foregoing schedule of hours. For instance, if you notice symptoms of Head Cold at 4 P. M., take a full dose of Rinex immediately; take the next dose at 8 P. M., the next at 8 A. M., the next at 1 P. M., etc. After beginning treatment, best results are secured by making it a practice to take Rinex on the exact hours indicated, but variation of as much as an hour either way is allowed.

CHILDREN—(over 6 years old)—Take one capsule and one white tablet as above.

Watch That Head Cold

The surest way to check a Head Cold quickly is to catch it at its very beginning. When you get that first feeling of depression, fullness of the head and irritated nostrils, perhaps accompanied with sneezing, **that is the time to take Rinex.** Usually one dose of Rinex will completely dispel any Cold caught in its early stages. Have Rinex handy both at home and at your work. It is entirely harmless and can be taken at any time.

To Physicians

Rinex Prescription, Platt, was originated by a physician, and perfected in careful clinical work. It is made by one of the most reliable pharmaceutical manufacturers, specializing in ethical preparations.

The preparation is non-narcotic and non-toxic and leaves no bad after effects. Excess stomach acidity may cause slight nausea, which soon passes; sodium bicarb is corrective. Idiosyncrasy is seldom experienced and never is dangerous.

The therapeutic action of Rinex is that of an astringent tonic to the mucous membranes, relaxant, calmative and sedative and anti-spasmodic. Dispensed in convenient, antiseptic packages, regular size containing 30 capsules of 5 grains each; recommended for all adults and for children over 6 years of age. Physician's samples gladly furnished upon request. Co-operation of our Medical Department gladly given to physicians who favor us with their clinical observations.

To Druggists

Please fulfil the spirit and letter of our printed guarantee. Refund full purchase price to any dissatisfied customer upon their mere request, taking only customer's name and address. Send us name and address, and we will reimburse you immediately by check for the full amount of your retail selling price. However, it must be pointed out that customers who fail to secure relief from their first bottle of Rinex should not continue the treatment further and should not be permitted to purchase another bottle; we refund for only one bottle to any one customer.

Good elimination is absolutely required with the Rinex treatment, particularly when the treatment must be prolonged as in Asthma and Hay Fever. Call this fact to the attention of your customers. We recommend Candi-Lax, our own mint laxative, samples of which we will gladly forward to you on request. Any phenolphthalein laxative agreeable to the customer, however, will serve the purpose; Milk of Magnesia also is good.

With age, Rinex capsules grow darker. Change of color does not affect their therapeutic value. If appearance becomes objectionable, however, we will gladly exchange. Rinex should be kept in a dry, cool place.

Our free medical advisory service is described in the Clinical Report Sheet in every package of Rinex. We call this particularly to the attention of Hay Fever, Asthma and Catarrh sufferers. Our physicians give immediate attention to all Clinical Report Sheets, and their advice is always helpful.

TARKON recommended in the treatment of Catarrh, Hay Fever and Head Colds, is our own product and is an essential part of the Rinex treatment in the diseases named. Best results cannot be secured without it. If your jobber cannot supply you promptly, communicate direct with us. Price \$1.00; standard N. A. R. D. discounts to dealers and jobbers.

DIRECTIONS FOR THE USE OF

DR. PLATT'S
Rinex
PRESCRIPTION

A Safe Scientific treatment for the Relief of All Forms of

ASTHMA

Including

Cardiac, Renal, Bronchial and Infective—both Chronic and Acute.

CATARRH

Including

Chronic, as well as Acute Forms, such as Head Colds, Coryza, Laryngitis, Bronchitis.

HAY FEVER

Including

Fever, Hay Asthma, Rose Colds, Summer Colds, Autumnal Catarrh and Pseudo Hay Fever.

WHAT RINEX IS

Rinex is a Physician's prescription, developed and perfected in the successful treatment of more than 7,000 clinical cases of Asthma, Hay Fever, Catarrh, Head Colds and other respiratory diseases. It is most carefully prepared from drugs of assured U. S. P. standard by one of the largest and most highly regarded Pharmaceutical Manufacturers.

Rinex is sure, safe and easy to take. Relief usually comes so quickly as to astound the patient. Directions should be followed closely.

WHAT RINEX IS NOT

Rinex contains no opiates or narcotic drugs of any sort. It is non-toxic. It is not habit-forming and no bad after effects of any kind result from its use.

Rinex is offered to afford instant and sure relief in all forms of Hay Fever, Asthma, Catarrh, etc. Sufferers are grateful for this treatment that gives real relief, and are encouraged to continue the treatment for a reasonable period, by the wonderful results of many other sufferers who have secured permanent relief.

What Rinex Does

Rinex instantly attacks the toxic poisons that are to be found in all respiratory cases. At the same time, it builds up the natural resistance of the body, restricts excess mucous secretions, allays and strengthens the nerves and stimulates slightly. The result is that relief is experienced almost instantly and all natural bodily functions are so strengthened that the attack is quickly and usually completely overcome and thrown off. Rinex throws overwhelming reinforcements on the side of Nature in its combat with the causes of respiratory diseases.

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CLEVELAND, OHIO, U. S. A.

Platt's Rinex

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- Chronic, as well as
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CLEVELAND, OHIO, U. S. A.

30624 JUL 1 1924

The Clinical Laboratories Company

Cleveland, Ohio

WHAT IT IS The Clinical Laboratories Company is an Ohio Corporation, organized and conducted for the purpose of originating through licensed Physicians and developing through careful clinical investigation, such medical preparations as come within the limitations of self medication, and marketing them through the wholesale and retail drug trade, not only to physicians, but direct to consumers.

Therapeutically and pharmaceutically, its preparations are wholly reliable and in all cases guaranteed to give the results claimed for them, or money refunded.

WHAT IT DOES The Clinical Laboratories Company conducts continuously, scientific investigations through its laboratory and clinic, of medicinal preparations originated by its own staff or purchased outright by it. In several important ways it has already added to medical knowledge. Physicians in all parts of the country are now availing themselves of the tremendous fund of scientific data accumulated in our specialized laboratory and clinical work.

Other Products of The Clinical Laboratories Co.

HENSCH'S FOOD A highly nourishing, palatable food for Infants, Invalids and Convalescents; a wonderful building food in mal-nutrition and constitutional inferiority; corrective in Indigestion, Dyspepsia, Gastralgia, Fever Cases, Insomnia, Vomiting during Pregnancy.

CANDI-LAX A tasty, mint flavored laxative tablet for Constipation, Indigestion, Heartburn, Sour Stomach, Belching, Nausea, Colic. Relaxes the bowels, benefits the stomach; not habit-forming, fine for Infants, Children and Grown-ups.

TARKON A powerful and inexpensive antiseptic, non-poisonous, absolutely harmless, yet two and one-half times more powerful than Carbolic Acid; tasteless, odorless, germ destroying, tissue building.

Free Medical Consultation—Use Clinical Report Sheet

Asthma, Hay Fever and Catarrh sufferers especially are urged to fill in and mail to us at once the Clinical Report Sheet to be found in every regular sized package of Rinex prescription. Information thus given is held in strict confidence, is referred at once to our physicians and the sufferer immediately advised, individually, by special letter. Frequently there are complications with these particular diseases, and our Medical Department is able in almost all cases to prescribe correctively.

General Directions

Read This First

With each dose of Rinex it is desirable to drink several large glasses of water, preferably with a teaspoonful of ordinary baking soda dissolved in each glass, and while taking the treatment, one should drink plenty of water throughout the day.

It is necessary to keep the bowels in good condition during the Rinex treatment. We recommend Candi-Lax for this because we know it acts well in connection with Rinex and one or two tablets each evening are very effective, both in keeping the bowels clean and the stomach sweet. Candi-Lax is not habit-forming. Milk of Magnesia, taken in tablespoonful doses each evening, also serves the purpose very well.

Avoid heavy eating when taking the Rinex treatment. Eat enough but at each meal eat a little less than you feel you want and avoid heavy meats and starchy foods. Eat plenty of fruit and vegetables.

The Rinex treatment should be continued until the desired effects are secured, and for a period thereafter long enough to make the effect positive. Rinex is harmless and may be taken as long as necessary without habit-forming and without bad after effects.

If, after beginning the Rinex treatment, you do not secure the results you expected, it is possible, particularly in Asthma, Hay Fever and Catarrh, that complications exist. Fill in the Clinical Report Sheet in this package and mail it at once. You will receive, at once without charge, expert medical advice from the clinic physicians.

Keep Rinex in a cool, dry place, and keep the top screwed on tightly.

GUARANTEE

Dr. Platt's Rinex Prescription is guaranteed to relieve Asthma, Hay Fever, Rose Fever, and Catarrh in 24 hours. All druggists are authorized to refund full purchase price to any dissatisfied customer; we refund the druggist promptly upon receipt of name and address of person refunded.

HEAD COLDS: Rinex is guaranteed as in the foregoing, to dispel Head Colds in 5 hours!

NOTE: Customers failing to secure relief from first bottle of Rinex should not continue the treatment further. We refund for only one package to any one customer.

Asthma

The outstanding symptoms are extreme shortness of breath, spasmodic contraction of the lungs with inability to expel the breath or fill the lungs to full capacity, frequently accompanied by intense and spasmodic coughing and inability to raise mucous.

Rinex is successfully used in all forms of Asthma, both Chronic and Acute, no matter of how long standing. Cardiac, Renal, Bronchial and Infective Asthma all yield equally well to the treatment, which is basic, being directed at the toxic poisons in the blood. Sufferers from the advanced and incurable form, called Emphysemia, unable to secure help from any other treatment, find in Rinex a constantly dependable source of relief. All ages find Rinex an instant and sure relief. Children as young as six years old have been successfully treated; adults past eighty years old have responded immediately, normal breathing, eating and sleeping being restored to them.

With the Rinex treatment, results in Asthma are usually almost immediate, and even the most stubborn cases experience marked relief within 24 hours. The period of time over which the treatment must continue, however, varies. The wife of a druggist claims to have been permanently relieved from Cardiac Asthma by a few doses only; a man 80 years old reached the point of freedom from Asthma with his second bottle of Rinex; a boy of 10 was so relieved by three doses that he has never since required further treatment. However, many cases must continue the treatment for several months to secure lasting benefit.

WHAT CAUSES ASTHMA Prolonged irritation of the lungs and bronchial tubes from coughs and colds; toxic infection as a result of pneumonia, influenza, bronchitis, etc.; protein infection from weeds, from plant, shrub and tree pollen, and from animal dandruff; heart and renal disorders; mechanical obstructions in the respiratory tract—all these and still other less frequent conditions are known to cause the distressing malady, Asthma.

Most medical authorities in the past have followed the plan of diagnosing the particular form of Asthma and its cause, and directing a special treatment for that form. The Rinex Prescription treatment is for all forms of Asthma, alike; because the treatment is directed against the systemic poisoning existing in all forms of Asthma alike, and towards the strengthening and upbuilding of normal bodily resistance.

TREATMENT Diet forms a very important part of the general treatment for Asthma. Patients should avoid all heavy protein foods, such as beef, veal, eggs, milk, rich pastries, candy and sugar. Only those

vegetables which grow entirely above the ground should be eaten. Alcohol must be religiously avoided. We have a special diet chart which is sent free to all Asthma sufferers; it may be had, together with a special letter of instructions for your particular case, by filling in details of your case on the Clinical Report Sheet to be found in the Rinex package and mailing to The Clinical Laboratories Co., Cleveland, Ohio.

How to Take Rinex for Asthma

First read "General Directions" at top of Page three. Take two capsules and one white tablet at 1 P. M. Repeat at 8 P. M. daily. If your Asthma is troublesome in the mornings, two capsules and one white tablet may also be taken at 8 A. M. You will insure best results by making it a practice to take Rinex on the exact hours indicated, but variation of as much as one hour either way is allowed. If difficulty is experienced in breathing at night, we recommend taking three capsules and two white tablets and drinking one or two cups of black, hot coffee, tea or Hensch's Food, immediately before retiring. If coffee or tea does not agree, do not use.

CHILDREN—(over 6 years old)—Take one capsule and one white tablet as above.

IMPORTANT The professional service given free by the Medical Department of The Clinical Laboratories Company is especially valuable to Asthma sufferers. Fill in carefully the Clinical Report Sheet to be found in each regular size package of Rinex, and mail to us immediately. All such information is regarded by us as strictly confidential.

Hay Fever

Hay Fever, variously called Hay Asthma, Hay Colds, Rose Fever, Rose Colds, Autumnal Catarrh, etc., occurs from spring until winter, according to locality and according to the time of blooming of the many different plants, shrubs and trees whose flower pollen is known to cause the malady. The disease recurs for the individual about the same time each year, lasts from four to thirteen weeks, and is characterized by profuse flowing from eyes and nose, frequent and body-racking sneezing, general malaise, irritability, insomnia, increased perspiration and in many cases, Asthma. The eyes flinch in bright light, headache occurs daily, appetite is lessened and occasionally there is fever.

In some cases the attack occurs in May or June; this is termed Spring Hay Fever, Rose Fever, Rose Cold or Summer Cold. Many suffer during July when haying season is on and the attack is most frequently called Hay Fever or Hay Asthma. However, probably the greatest number are afflicted in August and are relieved only when frost comes, usually in October. During the whole year, however, it frequently happens that Hay Fever sufferers are acutely sensitive to dust, smoke, gases, animal odors, etc. Rinex provides year-around relief in all such cases.

Rinex usually gives almost complete relief in Hay Fever within 24 hours. However, it should be understood that the Rinex treatment is not sold as a cure; usually it must be taken continuously throughout the period of attack. It relieves quickly and thoroughly. In more than 3,000 clinical cases more than 95% were fully relieved within 24 hours. The Rinex treatment is suitable to all ages and is effective regardless of how many years the sufferer may have been afflicted. It is the observation of the clinic, also, that in patients who take Rinex throughout the season, Hay Fever recurs more lightly each succeeding year.

WHAT CAUSES HAY FEVER. Protein infection causes Hay Fever. The pollen from flowers of certain plants, shrubs and trees, carried long distances on the wind, lodge in the nostrils. Chemical analysis reveals that these pollen are about 25% raw protein; this undigested protein is absorbed directly into the blood through the mucous membranes and immediately produces a toxic effect, disturbing the blood balance and the nervous system, and causing the peculiar symptoms of Hay Fever. Formerly it was supposed that Hay Fever was merely surface irritation of the membranes of the eyes, nose and throat, caused by the scratching of the myriad tiny, spinular pollen, and various sprays, nasal jellies, balms, powders, etc., were offered to relieve. Now it is known that there is a definite systemic condition that can be treated only through the blood stream. Rinex, in capsules, taken internally, attacks and dispels the toxins instantly, and when taken throughout the Hay Fever attack, neutralizes constantly the further absorption of protein from the fresh pollen that fastens to the nasal membranes day in and day out. It is this constant absorption of pollen protein that makes continuous treatment

Have You a Friend Who Suffers from Asthma, Hay Fever or Catarrh?

No sufferers from Asthma, Hay Fever or Catarrh need be told how others suffer! Hence we know you will want some friends of yours-fellow sufferers-to enjoy the same relief you will feel after the first doses of RINEX Prescription. Fill in their names and addresses on lines below—we'll send free samples direct post haste.

I have taken Dr. Platt's RINEX Prescription and received relief from
[] Asthma [] Hay Fever [] Catarrh.

My Name _____

Address _____

City _____ State _____

I wish you would send free samples to the following friends of mine:

Name of Friend _____

Affliction: [] Asthma [] Hay Fever [] Catarrh

Address _____

City _____ State _____

Name of Friend _____

Affliction: [] Asthma [] Hay Fever [] Catarrh

Address _____

City _____ State _____

Name of Friend _____

Affliction: [] Asthma [] Hay Fever [] Catarrh

Address _____

City _____ State _____

Also please acquaint my druggist, whose name follows, with RINEX so I can secure it locally in the future.

Name of Druggist _____

Address _____

City _____ State _____

Fill in blanks above and mail to

THE CLINICAL LABORATORIES CO., CLEVELAND, O.

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CANDI-LAX is recommended with the Rinex treatment. If you desire a sample, fill in your name and address below:

Please send me a free sample of CANDI-LAX

Name _____

Address _____

City _____ State _____

Candi-Lax is the most economical laxative on the market—24 mint-flavored tablets, 25 cents. Full size box sent post-paid upon receipt of stamps or coin.

If there is an infant, underweight child, dyspeptic or aged person in your family, you should know about HENSCH'S FOOD, the palatable, nourishing food, easily digested by the weakest stomach. A postcard giving age of child and your doctor's full name and address will bring you a sample bottle and full information.

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necessary in Hay Fever; fresh poison is being absorbed all the time, requiring more medicine to neutralize it.

TREATMENT We emphasize the drinking of large quantities of water, not cold. A good diuretic water, such as Buffalo Mineral Water, obtainable at most drug stores, is recommended to aid elimination, particularly through the kidneys. When Hay Fever is accompanied by the wheezing, gasping symptoms of Asthma, the sufferer should follow directions for treatment of Asthma instead of the directions Tarkon solution as an eye wash, nasal spray and mouth wash. Tarkon can be had at most drug stores. If unable to secure at your druggist's, order direct from The Clinical Laboratories Co. Price \$1.00.

Attention of Hay Fever sufferers is especially directed to the special free service of our Medical Department, explained on the Clinical Report Sheet to be found in each package of Rinex.

How to take Rinex for Hay Fever

First read "General Directions" at top of Page 3. Do not take Rinex in advance of your Hay Fever attack; Rinex does not prevent Hay Fever—it neutralizes the toxic poisons that come only after the pollen begins to fly. Wait until Hay Fever first strikes you, then begin taking Rinex strictly according to directions. Take two capsules and one white tablet at 8 A. M. Repeat at 8 P. M. If your Hay Fever begins to be troublesome by noon, two capsules and one white tablet may be taken at 1 P. M. You will secure best results if you make it a strict practice to take Rinex at the hours indicated, but occasional variation of as much as one hour either way is allowed. Remember that it is important to keep the bowels active while taking Rinex. In occasional cases, Rinex seems to give permanent relief with a few doses. This is exceptional. Rinex must usually be taken throughout the Hay Fever season for the reason already given—the continuous absorption of more and more poison with every breath you take.

CHILDREN—(over 6 years old)—Take one capsule and one white tablet as above.

Chronic Catarrh

Chronic Catarrh is first usually characterized by what most people describe as a "slight dropping into the throat." In some cases this discharge is thin, watery, irritating and profuse; in other cases, it is thick, ropy and tough, requiring strong efforts to remove it from the throat. At the same time, the nose may be stopped up from the swollen and thickened condition of the mucous membranes, this frequently causing breathing through the mouth and giving the voice a husky, nasal twang. In some cases the patient is troubled with headache or experiences a dull, heavy pressure or fullness in the head. Sometimes the condition causes a confusion of ideas, weakened memory, irritability and despondency. Smelling is impaired and sometimes either seriously affected or lost; taste and hearing are also frequently affected.

"OZAENA" This aggravated form of the disease gives off a strong and offensive odor. Secretions thrown off in this advanced stage are extremely irritating and frequently cause ulceration of the membranes in the air passages of the head. As this condition progresses, cartilage, and sometimes the bone itself, as well as the fibrous tissues, become infected. As the disease advances still further, all the symptoms become more and more marked and repulsive, and the sufferer not only is in danger of a permanent loss of health and systemic infection, but also becomes most disagreeable, both to himself and others.

COMPLICATIONS Pharyngitis, laryngitis, bronchitis, deafness, indigestion, dyspepsia frequently result from Chronic Catarrhal conditions. Many people who know they have Catarrh do not consider it serious. Neglect, however, is almost certain to result in advanced forms of the disease and perhaps also any of the complications indicated. The Rinex treatment gives relief at once, and when persisted in, it is almost certain to bring about full relief from the condition. Some people, of course, are continuously subject to dust, acid fumes, smoke or odors which are irritating and tend to create a constant Catarrhal Condition. Such cases may never be entirely free of Catarrh as long as they are subject to these irritations, but they will find that the regular or occasional use of the Rinex treatment is not harmful and does reduce the Catarrhal condition to the point where they are not annoyed by it.

WHAT CAUSES CHRONIC CATARRH Chronic Catarrh is most commonly brought on through repeated attacks of Head Colds, causing the mucous membranes of the nose and air passages to become thickened and the mucous follicles or glands diseased. It also sometimes follows typhoid fever, scarlet fever, measles or other eruptive fevers, and is quite commonly incited by continuous exposure to irritating dust, gases, odors or other atmospheric impurities. Occasionally, it is caused by displacement of one or more of the bony structures of the nose, resulting in chronic inflammation.

TREATMENT FOR CATARRH Catarrh yields almost at once to the Rinex treatment. The systemic infection is overcome, excess secretion of mucous is stopped, the nose, head and throat clear up and feel well. We have evolved a special nasal and throat wash, which greatly aids the Rinex treatment, and brings quicker, more complete relief, and is known as TARKON. To receive maximum and permanent results from Rinex TARKON must be used. If by any chance your druggist does not keep TARKON, order direct from The Clinical Laboratories Co. Price \$1.00.

Catarrh cases require varying periods of time for treatment. We have had cases that claimed complete relief from two bottles of Rinex. Other cases use Rinex whenever change of weather, irritating dust particles, gases or odors bring on an attack. The treatment should be continued until freedom from symptoms is accomplished and may be resumed at any time if attack returns.

How to Take Rinex for Catarrh

First read "General Directions" on Page 3. Take two capsules and one white tablet at 8 A. M., 2 P. M., and 8 P. M. daily. Use the Tarkon solution, according to directions in the Tarkon package, as a nose, throat and mouth wash. The Rinex dosage may be reduced in quantity or frequency of taking, according to the user's judgment; the exact hours should be strictly adhered to, but occasional variation one hour either way is allowed.

CHILDREN—(over 6 years old)—Take one capsule and one white tablet as above.

Head Colds

Cold in the head, or acute Nasal Catarrh, is an acute inflammation of the mucous membranes of the air passages in the head. The attack may extend to the pharynx, larynx and bronchials. The attack usually follows a chill, feeling of lassitude and slight fever. There is an oppressive fullness about the eyes and forehead, and more or less obstruction in the nostrils. Later, there is copious, harsh, watery discharge from the nostrils and a "weeping" of the eyes. Sometimes there is temporary deafness or ringing in the ears and slight facial neuralgia. Colds are extremely dangerous. Stopping them in their very beginning often means the warding off of bronchitis, pneumonia or influenza.

WHAT CAUSES HEAD COLDS Cold in the head is most frequently caused by exposure to quick change of temperature or to drafts, without the body being properly protected from the resulting rapid radiation of bodily heat. Any congested condition, however, makes one particularly subject to Head Colds. Constipation is a prevalent cause. In almost all cases also, the system at the time of contracting a Head Cold is impoverished, there being either enfeebled circulation, general or nervous debility or blood impurities. Easily digested, nourishing food, plenty of rest and sleep and outdoor exercise, are helpful in building up resistance to Head Cold attacks.

TREATMENT OF HEAD COLDS Head Colds, in their early stage of "sniffing and snuffing" are almost instantly relieved by the Rinex treatment.

It is not unusual for all symptoms to disappear in 30 minutes, and in few cases of this type does Rinex require more than 3 hours to bring about complete relief. Watch for the first symptoms of Head Colds—the frontal fullness, watery eyes and irritated nostrils; take Rinex at once, and that Head Cold will be stopped. Head Colds, however, which have been allowed to develop for several days, have usually reached an infectious stage where the entire system is affected. In such cases, the Rinex treatment should be supplemented as follows: First, take a quick-acting physic such as Pluto Water, Citrate of Magnesia or Salts; second, leave off heavy eating—a light vegetable diet is best—drink plenty of water during the day, at least a glassful every hour; third, avoid exposure to cold, foul air, and overheated rooms; fourth, promote perspiration during the night by taking a hot foot bath and a hot drink immediately before retiring; fifth, during treatment in cold weather there should be some heat in the bedroom; also do not leave the windows wide open—open them, but only enough

for ventilation. By following this procedure and taking Rinex according to directions, even the most stubborn or severe cold usually breaks completely overnight.

How to Take Rinex for Head Colds

First read "General Directions" on Page 3. Take two capsules and one white tablet at 8 A. M., 1 P. M. and 8 P. M. Drink one or two glasses of water, not ice cold, with each dose. **Note:** Take the first dose of Rinex at the first minute you notice symptoms of Cold, regardless of the hour, then endeavor to follow doses according to the foregoing schedule of hours. For instance, if you notice symptoms of Head Cold at 4 P. M., take a full dose of Rinex immediately; take the next dose at 8 P. M., the next at 8 A. M., the next at 1 P. M., etc. After beginning treatment, best results are secured by making it a practice to take Rinex on the exact hours indicated, but variation of as much as an hour either way is allowed.

CHILDREN—(over 6 years old)—Take one capsule and one white tablet as above.

Watch That Head Cold

The surest way to check a Head Cold quickly is to catch it at its very beginning. When you get that first feeling of depression, fullness of the head and irritated nostrils, perhaps accompanied with sneezing, that is the time to take Rinex. Usually one dose of Rinex will completely dispel any Cold caught in its early stages. Have Rinex handy both at home and at your work. It is entirely harmless and can be taken at any time.

To Physicians

Rinex Prescription, Platt, was originated by a physician, and perfected in careful clinical work. It is made by one of the most reliable pharmaceutical manufacturers, specializing in ethical preparations.

The preparation is non-narcotic and non-toxic and leaves no bad after effects. Excess stomach acidity may cause slight nausea, which soon passes; sodium bicarb is corrective. Idiosyncrasy is seldom experienced and never is dangerous.

The therapeutic action of Rinex is that of an astringent tonic to the mucous membranes, relaxant, calmative and sedative and anti-spasmodic. Dispensed in convenient, antiseptic packages, regular size containing 30 capsules of 5 grains each; recommended for all adults and for children over 6 years of age. Physician's samples gladly furnished upon request. Co-operation of our Medical Department gladly given to physicians who favor us with their clinical observations.

To Druggists

Please fulfil the spirit and letter of our printed guarantee. Refund full purchase price to any dissatisfied customer upon their mere request, taking only customer's name and address. Send us name and address, and we will reimburse you immediately by check for the full amount of your retail selling price. However, it must be pointed out that customers who fail to secure relief from their first bottle of Rinex should not continue the treatment further and should not be permitted to purchase another bottle; we refund for only one bottle to any one customer.

Good elimination is absolutely required with the Rinex treatment, particularly when the treatment must be prolonged as in Asthma and Hay Fever. Call this fact to the attention of your customers. We recommend Candi-Lax, our own mint laxative, samples of which we will gladly forward to you on request. Any phenolphthalein laxative agreeable to the customer, however, will serve the purpose; Milk of Magnesia also is good.

With age, Rinex capsules grow darker. Change of color does not affect their therapeutic value. If appearance becomes objectionable, however, we will gladly exchange. Rinex should be kept in a dry, cool place.

Our free medical advisory service is described in the Clinical Report Sheet in every package of Rinex. We call this particularly to the attention of Hay Fever, Asthma and Catarrh sufferers. Our physicians give immediate attention to all Clinical Report Sheets, and their advice is always helpful.

TARKON recommended in the treatment of Catarrh, Hay Fever and Head Colds, is our own product and is an essential part of the Rinex treatment in the diseases named. Best results cannot be secured without it. If your jobber cannot supply you promptly, communicate direct with us. Price \$1.00; standard N. A. R. D. discounts to dealers and jobbers.

DIRECTIONS FOR THE USE OF

DR. PLATT'S
Rinex
PRESCRIPTION

*A Safe Scientific treatment for the
Relief of All Forms of*

ASTHMA Including

Cardiac, Renal, Bronchial and Infective—both Chronic and Acute.

CATARRH Including

Chronic, as well as Acute Forms, such as Head Colds, Coryza, Laryngitis, Bronchitis.

HAY FEVER Including

Rose Fever, Hay Asthma, Rose Colds, Summer Colds, Autumnal Catarrh and Pseudo Hay Fever.

WHAT RINEX IS

Rinex is a Physician's prescription, developed and perfected in the successful treatment of more than 7,000 clinical cases of Asthma, Hay Fever, Catarrh, Head Colds and other respiratory diseases. It is most carefully prepared from drugs of assured U. S. P. standard by one of the largest and most highly regarded Pharmaceutical Manufacturers.

Rinex is sure, safe and easy to take. Relief usually comes so quickly as to astound the patient. Directions should be followed closely.

WHAT RINEX IS NOT

Rinex contains no opiates or narcotic drugs of any sort. It is non-toxic. It is not habit-forming and no bad after effects of any kind result from its use.

Rinex is offered to afford instant and sure relief in all forms of Hay Fever, Asthma, Catarrh, etc. Sufferers are grateful for this treatment that gives real relief, and are encouraged to continue the treatment for a reasonable period, by the wonderful results of many other sufferers who have secured permanent relief.

What Rinex Does

Rinex instantly attacks the toxic poisons that are to be found in all respiratory cases. At the same time, it builds up the natural resistance of the body, restricts excess mucous secretions, allays and strengthens the nerves and stimulates slightly. The result is that relief is experienced almost instantly and all natural bodily functions are so strengthened that the attack is quickly and usually completely overcome and thrown off. Rinex throws overwhelming reinforcements on the side of Nature in its combat with the causes of respiratory diseases.

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The CLINICAL LABORATORIES COMPANY
CLEVELAND, OHIO, U. S. A.

30624 JUL 11 1924

Sent in by Dr. Dimond, Leopold, Ohio

(This space reserved for
clinical notes. Do not write
on it.)

The Clinical Laboratories Co.

1107 Union National Bank Building
Cleveland, O.

Medical Department

Dr. M. G. Platt
Chief

Personal Consultation Service

An Authoritative
Medical Advisory
Service for Suf-
ferers from

**ASTHMA
CATARRH
HAY FEVER
HEAD COLDS**

and other Bronchial
Afflictions

File No.

Case No.

Sufferers from **Asthma, Hay Fever, Head Colds and Catarrh**, are sometimes subject to certain other minor derangements which occasionally alter somewhat the effect of Rinex Prescription, necessitating change in size or frequency of dosage. If you have not benefited from Dr. Platt's Rinex Prescription as quickly or as greatly as you think you should, fill in all blanks in this form, and mail to us at once. You will be advised by competent medical authority without delay. By means of the answers to the questions on this sheet we have been able in practically every exceptional case, to bring about prompt and satisfactory results.

Previous History

Present History

Name.....

Age.....

Address—Town.....

State.....

Occupation.....

Attack first began.....

Time of attack.....

Cough—Hard () Soft ()

Expectoration—Ropy ()

Slimy () Thin ()

Appetite () Good () Bad

Headaches () Yes () No

Stomach Disorder () Yes () No

Bowels () Constipated

() Normal () Loose

Eyes Running () Yes () No

Nose Running () Yes () No

Fever () Yes () No

Kindly cover everything new you may have noticed after taking RINEX. If RINEX has helped you at all, please state how. If it has not helped you, please so state.

Fill in this space if you
suffer from

ASTHMA

1. How long have you been afflicted?
.....
2. What date each year does your at-
tack begin?.....End.....
3. If you have chronic asthma, de-
scribe conditions that seem to make
you worse.....
4. Did your Asthma follow Hay Fever,
Bronchitis, Pneumonia, or influ-
enza?.....
5. Do you have Kidney Trouble?.....
.....Heart Trouble?.....
.....Nervous Trouble?.....
6. Do any certain foods affect you?.....
7. Cough—Hard.....Soft.....
8. Expectoration—Ropy.....
.....Slimy.....Thin.....
9. Stomach Disorder—Yes.....No.....
10. Bowels—Constipated.....
.....Normal.....
11. Fever—Yes.....No.....
12. Chills—Yes.....No.....
13. Sweats—Yes.....No.....

Also write us a personal letter giv-
ing us any other details that you may
think interesting and state particularly
what effects you have received from
Rinex so far and also state those con-
ditions or periods in the year when you
are the worst affected.

Fill in this space if you
suffer from

HAY FEVER

1. What year did you have your first
attack?.....
2. What date does attack begin each
year?.....End?.....
3. What other treatments have you
tried?.....
4. What results?.....
5. If you sneeze much what time of
the day is worst?.....
6. Cough—Hard.....Soft.....
7. Expectoration—Ropy.....
.....Slimy.....Thin.....
8. Appetite—Good.....Bad.....
9. Headaches—Yes.....No.....
10. Stomach Disorder—Yes.....No.....
11. Bowels—Constipated.....
.....Normal.....Loose.....
12. Eyes Running—Yes.....No.....
13. Nose Running—Yes.....No.....
14. Fever—Yes.....No.....

Also write us a personal letter stat-
ing any other interesting details and
particularly stating what effects you
have received from the Rinex treatment
so far.

Sufferers from **Asthma, Hay Fever, Head Colds and Catarrh**, are sometimes subject to certain other minor derangements which occasionally alter somewhat the effect of Rinex Prescription, necessitating change in size or frequency of dosage. If you have not benefited from Dr. Platt's Rinex Prescription as quickly or as greatly as you think you should, fill in all blanks on this form, and mail to us at once. You will be advised by competent medical authority without any means case, to bring about prompt and satisfactory results.

Present History

Kindly cover everything
you may have noticed after
using Rinex. If RINEX has
helped you, please state
how, when, and how often.

Fill in this space if you
suffer from

CATARRH

Specify how each of the follow-
ing are affected;

Eye

.....

.....

Ear

.....

.....

Nose

.....

.....

Throat

.....

.....

Does your head ring?

Do you have any stomach disorders?

.....

What is condition of bowels?

.....

You might also write us a personal
letter stating any other details and
particularly advising whether or not
you are subject to head colds.

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CLINICAL REPORT

FROM

Name

Age

Occupation

Street

City

State

TO

The Clinical Laboratories Co.
Cleveland, Ohio

MEDICAL DEPARTMENT

DR. M. G. PLATT, *Chief*

Personal Consultation Service

An Authoritative Medical Advisory Service
for Sufferers from

ASTHMA

CATARRH

HAY FEVER

HEAD COLDS

AND OTHER RESPIRATORY AFFLICTIONS

NOTE

Sufferers from ASTHMA, HAY FEVER, HEAD COLDS
and CATARRH, are sometimes subject to certain
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tating change in size or frequency of dosage or
additional treatment. If you have not benefited from
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DR. PLATT'S **Rinex** PRESCRIPTION

The Guaranteed Relief for
Asthma, Hay Fever

Head Colds, Coryza, Rhinitis
Catarrh, Tonsillitis

Laryngitis, Bronchitis, Rose Fever
Summer Colds

It will be observed that in this booklet we have given the complete treatment for each of the foregoing diseases and in each case, the treatment represents the knowledge and experience of The Clinical Laboratories Company, Cleveland, Ohio, a professional analytical laboratory headed by competent medical authority. It is very important that directions in each treatment be followed in detail and adhered to absolutely.

Learn to depend upon Dr. Platts' Rinex Treatment at all times to quickly relieve any of the disorders listed above. The treatments as prescribed, have given uniformly, prompt and good results in the practice of American physicians.

Directions for Use

THE CLINICAL LABORATORIES CO.
1107 Union Nat'l. Bank Bldg.
Cleveland, Ohio

1

ASTHMA

Distinguishing Symptoms:

Most of the general symptoms for Asthma are very well known to all sufferers. The outstanding symptoms are extreme shortness of breath, spasmodic contraction of the lungs with the inability to expel the breath or fill the lungs to full capacity, frequently accompanied by intense and spasmodic coughing with inability to raise mucous.

General:

Diet forms a very important part of the general treatment for Asthma. Patients should avoid all heavy protein-content food, such as red meat, eggs, milk, rich pastries, candy and sugar. Alcohol of all forms should be religiously avoided. Black coffee, percolated, should be taken in large quantities, two cups at least, before retiring every night. Only those vegetables which grow entirely above the ground should be eaten.

(Note: If coffee disagrees, do not use).

Dr. Platt's Rinex Treatment:

Two capsules and one white tablet of Dr. Platt's Rinex Prescription at 8:00 a. m., followed in twenty minutes by a cup of hot water. This dose should be repeated at 8 p. m. It is frequently helpful to chew an after-dinner mint several

2

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2

times during the day. This tends to keep the stomach sweet and secure the full effectiveness of Dr. Platt's Rinex Treatment. In all cases of Asthma, the bowels should be kept especially active, and we recommend a quarter of a glass of Pluto Water taken hot each morning.

Note: In cases of Chronic Asthma, take Dr. Platt's Rinex Treatment for one week, then stop for three days, resuming treatment if necessary. This is to prevent the system from becoming so accustomed that the full effect is not realized.

NASAL CATARRH

Distinguishing Symptoms:

A symptom of great frequency in temperate latitudes, especially in changeable, moist climates, in the winter season. It consists of an increase of the mucous naturally flowing from the mucous membrane, preceded by a congestion and a brief period of dryness. Popularly a catarrh is called a cold, because exposure to cold lowers the vital resistance, so that toxins of bacteria, entangled in the mucous, become active and attack the system. More often it follows the breathing of foul air, overheating or checking of perspiration.

General:

General treatment is the same as in Head Colds, except that the following prescription, obtainable at

3

any drug store, should be used in the nostrils about every four hours:

Sulphate of Zinc—10 grains

Borax—½ dram

Sufficient rosewater to make three ounces

Shake well before using.

Put ten drops of the foregoing prescription in each nostril with an eye-dropper about every four hours.

Dr. Platt's Rinex Treatment:

Two capsules and one white tablet at 8 a. m., 2 p. m. and 8 p. m. Drink a full glass of water with each dose; avoid ice water.

Note: One of the most prominent and outstanding symptoms of catarrh is constipation, which may even lead to a catarrhal condition of the bowels. It is highly important, therefore, that Candi-Lax be used in all catarrhal conditions where Dr. Platt's Rinex Prescription is taken. The dosage should be one or two tablets every evening until the condition of constipation is entirely relieved. After that, it will be frequently found advisable occasionally to use one tablet before retiring. Candi-Lax is not habit forming, nor does its use increase the need for a laxative; rather, it lessens the conditions which cause the need of a laxative.

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HAY FEVER AND ROSE FEVER

Distinguishing Symptoms:

Hay Fever, Hay Asthma, Hay Colds, Rose Colds and Autumnal Catarrh—these are nervous affections which recur annually at about the same time of the year and last several weeks, characterized by a profuse flow of secretion from the nose as well as of tears from the eyes with frequent sneezing, general malaise, irritability, insomnia, increased perspiration, and in many cases, asthma. The eyes flinch in bright light, headache occurs daily, appetite is lessened, and occasionally there is fever. In some patients the attack appears in June and lasts about a fortnight. This is termed Rose Cold. Many suffer first in July during haying season, but probably the greater number begin to suffer first in August, and are relieved only upon the approach of frost in October. Feather beds and animal odors are also frequent causes. During the whole year sufferers are frequently affected by flying dust, causing a condition of sneezing, coryza and slight laryngitis, lasting an hour or so.

General:

General treatment for Hay Fever condition is exactly the same as in Head Colds. The following prescription, obtainable at any drug

5

These should be used in the nostrils about every four hours:

Sulphate of Zinc—10 grains

Borax— $\frac{1}{2}$ dram

Sufficient Rose Water to make three ounces

Shake well before using.

Dr. Platt's Rinex Treatment:

Dr. Platt's Rinex Prescription should be taken, two capsules and one white tablet, at 8 a. m. and at 8 p. m., with a full glass of water, which should not be ice cold. It is important in taking Dr. Platt's Rinex Prescription for Hay Fever that it should not be taken before the attack occurs. Wait until the condition is upon you before beginning to take Dr. Platt's Rinex Prescription. Under these conditions, relief will be noticed almost instantaneously.

HEAD COLDS, CORYZA OR RHINITIS

Distinguishing Symptoms:

Slight temperature, smarting of the eyes, followed by watery discharge from eyes and nose. This may also be accompanied in the early stages by sneezing. In general, Head Colds are accompanied by a feeling of lassitude and general depression. Dr. Platt's Rinex Prescription should not be taken for any kind of colds but Head Colds.

General:

Unless the fever is excessively high, the patient should be well nourished; large quantities of water should be assimilated. Do not overdress, but wear a moderate amount of clothing. A solution of a teaspoonful of salt dissolved in lukewarm water should be used as a gargle to the throat and snuffed through the nostrils several times daily. The sleeping room should be properly ventilated with a temperature of from 60° to 65°. One window should be open at top and one at the bottom. Do not use excessive covering.

Dr. Platt's Rinex Treatment:

Two capsules and one white tablet at 8 a. m., 2 p. m. and 8 p. m. Drink a full glass of water with each dose; avoid ice water. It is absolutely necessary that the bowels be thoroughly cleaned out and then be kept well regulated, and for this purpose, we recommend Candi-Lax because of its mild, thorough action in uncovering all impurities that otherwise might get into the blood and its perfect compatibility with Dr. Platt's Rinex Treatment. It is very important that the foregoing directions be followed absolutely and in detail.

BRONCHITIS

Distinguishing Symptoms:

Pains in the chest, fever at the outset or continuing, cough generally with expectoration of mucous scanty at first, later perhaps profuse and containing pus, shortness of breath; coughing out of mucoid material.

General:

Treatment in general the same as described under Head Colds with this exception, that the patient should eat moderately but of highly sustaining and nourishing foods, such as soup, broths, tapioca, custards, ice cream and similar food high in protein. The idea is that the stomach should not be overloaded with bulky food. Rest in bed is very important. If it becomes necessary to control the cough, five grain doses of Sodium Bromide may be taken as necessary at intervals not more frequently than two hours apart. It is well to cover the chest with a mixture of turpentine and lard, which is best made by taking lard about the size of a walnut, melting it and adding to it a quarter of a teaspoonful of turpentine while the lard is hot. This is then rubbed gently into the chest and completely covered with a piece of flannel. This may be renewed at intervals of three or four hours.

should be used in the nostrils
every four hours:

phosphate of Zinc—10 grains

orax— $\frac{1}{2}$ dram

Efficient Rose Water to make
three ounces

Take well before using.

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should be taken, two capsules and
white tablet, at 8 a. m. and at
8 p. m., with a full glass of water,
which should not be ice cold. It is
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Rinex Prescription for Hay Fever
that it should not be taken before
an attack occurs. Wait until the
attack is upon you before begin-
ning to take Dr. Platt's Rinex Pre-
scription. Under these conditions,
an attack will be noticed almost in-
stantaneously.

HEAD COLDS, CORYZA OR RHINITIS

Distinguishing Symptoms:

Slight temperature, smarting of
eyes, followed by watery dis-
charge from eyes and nose. This
is also accompanied in the
early stages by sneezing. In gen-
eral Head Colds are accompanied
by a feeling of lassitude and gen-
eral depression. Dr. Platt's Rinex
Prescription should not be taken
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Colds.

6

General:

Unless the fever is excessively
high, the patient should be well
nourished; large quantities of
water should be assimilated. Do
not overdress, but wear a moderate
amount of clothing. A solution of
a teaspoonful of salt dissolved in
lukewarm water should be used as
a gargle to the throat and snuffed
through the nostrils several times
daily. The sleeping room should
be properly ventilated with a tem-
perature of from 60° to 65°. One
window should be open at top and
one at the bottom. Do not use ex-
cessive covering.

Dr. Platt's Rinex Treatment:

Two capsules and one white tab-
let at 8 a. m., 2 p. m. and 8 p. m.
Drink a full glass of water with
each dose; avoid ice water. It
is absolutely necessary that the
bowels be thoroughly cleaned out
and then be kept well regulated,
and for this purpose, we recom-
mend Candi-Lax because of its
mild, thorough action in uncover-
ing all impurities that otherwise
might get into the blood and its
perfect compatibility with Dr.
Platt's Rinex Treatment. It is
very important that the foregoing
directions be followed absolutely
and in detail.

7

BRONCHITIS

Distinguishing Symptoms:

Pains in the chest, fever at the
outset or continuing, cough gener-
ally with expectoration of mucous
scanty at first, later perhaps pro-
fuse and containing pus, shortness
of breath; coughing out of mucoid
material.

General:

Treatment in general the same as
described under Head Colds with
this exception, that the patient
should eat moderately but of high-
ly sustaining and nourishing foods,
such as soup, broths, tapioca, cus-
tards, ice cream and similar food
high in protein. The idea is that
the stomach should not be over-
loaded with bulky food. Rest in
bed is very important. If it be-
comes necessary to control the
cough, five grain doses of Sodium
Bromide may be taken as necessary
at intervals not more frequently
than two hours apart. It is well to
cover the chest with a mixture of
turpentine and lard, which is best
made by taking lard about the size
of a walnut, melting it and adding
to it a quarter of a teaspoonful of
turpentine while the lard is hot.
This is then rubbed gently into the
chest and completely covered with
a piece of flannel. This may be re-
newed at intervals of three or four
hours.

8

Dr. Platt's Rinex Treatment:

Directions for taking Dr. Platt's
Rinex Prescription for Bronchitis
are as follows: take one capsule
and one white tablet every two and
a half hours until a dryness of the
mouth is noted, then take one every
four hours, and continue every four
hours until full relief is secured.
It is important when taking Dr.
Platt's Rinex Prescription at any
time to keep the bowels well regu-
lated, and for this purpose we re-
commend Candi-Lax as a laxative
which has been thoroughly tested,
in The Clinical Laboratories in con-
nection with the perfection and
development of Dr. Platt's Rinex
Prescription Treatment. Drink
plenty of water during treatment.

TONSILITIS

Distinguishing Symptoms:

Swelling and laxation of the
mucous membrane of the throat
with redness and tenderness of its
surface and occasionally ulceration
with bleeding. Occasionally there
is a chill followed by fever at the
invasion of the attack.

General:

General treatment is exactly
similar to the treatment prescribed
for Laryngitis.

Dr. Platt's Rinex Treatment:

The directions for Dr. Platt's
Rinex Prescription, however, are as
follows: two capsules and one white

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tablet at 8 a. m., 2 p. m., and at
8 p. m., each dose accompanied with
a full glass of water. It is impor-
tant when taking Dr. Platt's Rinex
Prescription at any time to keep
the bowels well regulated, and for
this purpose we recommend Candi-
Lax as a laxative, which has been
thoroughly tested in the Clinical
Laboratories in connection with
the use of Dr. Platt's Rinex Pre-
scription.

LARYNGITIS

Treatment: Follow general treat-
ment explained under Head Colds,
and take Dr. Platt's Rinex Pre-
scription as prescribed under Head
Colds. However, in place of the
hot salt water gargle specified un-
der Head Colds, use Dobell's solu-
tion, which can be obtained at any
drug store; a teaspoonful to two
teaspoonfuls gargled every hour
until relieved, then gargle every
two hours.

CandiLax
THE VIOLET LAXATIVE
REG. U. S. PAT. OFF.

"As Tasty as an After Dinner Mint"
The new, pleasant, effective laxative
for adults and children. Harmless—
not-habit forming—positive.
In tight tin boxes
24 Tablets—25c

10

AUG 28 1923

THE CLINICAL LABORATORIES COMPANY

Purpose: The inception of the Clinical Laboratories Company was the direct expression on the part of a group of professional and public-spirited men headed by medical authority to perfect Dr. Platt's Rinex Prescription and to promote its widespread use among the hundreds of thousands of sufferers in the United States and Canada.

So thoroughly are they convinced of the powers of Dr. Platt's Rinex Prescription to bring thorough and speedy relief, in cases of Asthma, Catarrh, Hay Fever, Rose Fever, Head Colds, Bronchitis and other throat affections, that they maintain at no small expense, a laboratory and clinic where cases are observed and treated with no expense to the sufferer.

Diagnostic Service: Since it is entirely impossible to personally diagnose the thousands of cases brought to their attention, they have supplied a questionnaire, which when completely filled in, gives the information necessary for diagnosis. After thus learning the nature and severity of the case, and becoming acquainted with its individual peculiarities, the clinic will prescribe further, if necessary, at no expense whatsoever to the recipient. We

enclose this questionnaire in every box of Dr. Platt's Rinex Prescription with the request that you answer all questions and return to The Clinical Laboratories Company, if the results you secure by following the regular directions are not as prompt or as satisfactory as you expect.

The action of Dr. Platt's Rinex Prescription may vary slightly with different people, but with the aid of the questionnaire The Clinical Laboratories are able to neutralize any idiosyncrasy or overcome most of the complications which occasionally prevent Rinex from being fully effective.

TO PHYSICIANS

Dr. Platt's Rinex Prescription is a true pharmaceutical product accepted by the Medical World as affording positive relief from Hay Fever and Rose Fever. It is decidedly effective in associated and related conditions of the Head and Bronchial Tract, such as Asthmatic and Catarrhal conditions, Bronchitis, Laryngitis, Head Colds and associated throat affections. Dr. Platt's Rinex Treatment therapeutic action is that of an astringent tonic to the mucous membranes, relaxant, calmative and sedative and anti-spasmodic. Dispensed in convenient antiseptic packages, the regular size containing 30 capsules of 5 grains each. Recommended

for all adults and children over 6 years of age.

Physicians samples gladly furnished upon request.

TO THE DRUGGIST

Note we recommend the use of Dobell's mixture in the case of Laryngitis. Note also prescription in Hay Fever and Catarrh.

Read our guarantee.

We ask that you emphasize the importance of the service rendered by The Clinical Laboratories Company, as explained in detail elsewhere in this circular. This service is given free of charge.

We recommend further that you have Candi-Lax, the mint laxative, in stock if you do not already have it. You will notice in the foregoing directions, we are very insistent upon the use of Candi-Lax in conjunction with Dr. Platt's Rinex Prescription because of its high co-ordinated effectiveness. You can order this from your jobber or direct from The Clinical Laboratories Company, Cleveland, Ohio. Samples will be furnished on request.

Regardless of how severe or how chronic your case may be, Dr. Platt's Rinex Prescription should give you almost complete relief within twenty-four hours. If you feel you are not getting satisfactory results, use the questionnaire at once.

Important: However, you should remember that Dr. Platt's Rinex Prescription is not sold as a cure, but as a relief. It must be taken continuously throughout the period of attack.

GUARANTEE

In all cases of Asthma, Catarrh, Hay Fever, Rose Fever, Bronchitis and other throat affections where relief is not secured from Dr. Platt's Rinex Prescription within **TWENTY-FOUR HOURS**, return the BOX AND UNUSED CAPSULES and full purchase price will be immediately refunded. The same guarantee applies to Head Colds or Coryza, when relief is not secured in **FIVE HOURS**. Your druggist is authorized to make the refund.

To the Druggist: Please fulfill the spirit and letter of the foregoing guarantee. Note that box and unused portion of original contents are necessary. Mail this box and we will immediately reimburse you.

A word from a few of those to whom Dr. Platt's Rinex Prescription has brought relief from suffering:

Charleston, S. C.
... Send me one box of Dr. Platt's Rinex Prescription. I have tried some of the samples and would like to keep on, as I have been wonderfully relieved by them. (Mrs.) J. R. W.

Minerva, Ohio.
... the rose fever capsules which you sent to Mrs. K—, at Mr. K—'s suggestion, have given her wonderful relief.

W. R. K.
Youngstown, Ohio.
... my wife's case, I have had to send her to the Coast for the past several years to secure relief for Asthma. ... I induced her to try Dr. Platt's Rinex Prescription. She just used two capsules with instant relief, and has not been bothered with Asthma since.

L. W. R. Pharmacist.
Paducah, Ky.
... we wish to state that every box we have sold, the party taking same claims the results to be wonderful. L. D. C.

Washington, D. C.
I tried a sample of Dr. Platt's Rinex Prescription, for Hay Fever, and it seemed to give me almost instant relief. E. H. C.

Milton, Pa.
... I was on the point of sailing for England to get away from the dust and pollens here. My asthma was better after one dose, and still better after two doses, and now I may not even have to leave my business. J. E. D.

Louisville, Ky.
... gave me some sample capsules for Asthma. I tried them and was so pleased with the effects of them and the immediate relief. ... M. P.

Cleveland, Ohio.
... have been using Dr. Platt's Rinex Prescription for Nasal Catarrh and Head Colds and find it is all you claim it to be. ... W. A.

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German.

Gebrauchs-Anweisung.

Die nachstehenden Vorschriften müssen sehr genau befolgt werden.

Bei Asthma: Je zwei Kapseln und eine weiße Tablette um 1 Uhr nachmittags und 8 Uhr abends täglich einzunehmen.

Bei Fiebertage und Rosentage: Je zwei Kapseln und eine weiße Tablette um 8 Uhr morgens und 8 Uhr abends täglich einzunehmen.

Bei Katarrh, Schnupfen, Bronchial- und Kehlkopf-Erkrankungen: Je zwei Kapseln und eine weiße Tablette um 8 Uhr morgens, 2 Uhr nachmittags und 8 Uhr abends täglich einzunehmen.

Für Kinder: Je eine Kapsel und eine weiße Tablette in der gleichen Wiederholung, wie vorstehend angegeben.

POLISH

WSKAZÓWKI UŻYCIA

Należy bezwzględnie stosować się do tych wskazówek.

Astma: Zażyć dwie kapsułki i jedną białą tabletkę o 1 godz. popołudniu. Powtórzyć codziennie o 8 godz. wieczorem.

Katar leśni (Hay Fever): Zażyć dwie kapsułki i jedną białą tabletkę o 8 godz. rano. Powtórzyć codziennie o 8 godz. wieczorem.

Katar, Zaziębienia, zapalenie gardła i oskrzeli: Codziennie zażywać dwie kapsułki i jedną białą tabletkę o 8 godz. rano, o 2 popołudniu i o 8 wiecz.

Dla dzieci: Zażyć jedną kapsułkę i jedną białą tabletkę jak powyżej.

GWARANCJA

ITALIAN

ISTRUZIONI

Queste istruzioni si devono osservare scrupolosamente.

Asma: Prendere due capsule ed una pastiglia bianca all'una p. m. ed alle otto p. m. ogni giorno.

Febbre estiva: Prendere due capsule ed una pastiglia bianca alle otto a. m. ed alle otto p. m. ogni giorno.

Catarro, corizza, affezioni dei bronchi e della gola: Prendere due capsule ed una pastiglia bianca alle otto a. m. alle due p. m. ed alle otto p. m. ogni giorno.

Dose per i bambini: Prendere una capsula ed una pastiglia bianca come sopra.

GARANZIA

SWEDISH

BRUKSANVISNING.

Dessa föreskrifter måste nogra följas.

Astma. Vid astma tag dagligen två kapslar och en vit tablett klockan 1 eftermiddag och klockan 8 på kvällen.

Höfeber, Rosfeber: Tag två kapslar och en vit tablett klockan 8 på morgonen och klockan 8 på kvällen. Upprepa detta dagligen.

Katarr, Förkylning, angripn Strupe eller Hals: Vid dessa sjukdomar tagas två kapslar och en vit tablett dagligen klockan 8 på morgonen, klockan 2 eftermiddag och klockan 8 på kvällen.

För barn: Åt barn givas en kapsel och en vit tablett vid samma tider som ovan nämnt.

Candi-Lax
THE VIOLET LAXATIVE
TRADE MARK

"Tasty as an After-Dinner Mint"

To secure the most efficient coordination and assimilation of Dr. Platt's Rinex Prescription, we direct the use of Candi-Lax, a pleasant, mint-flavored laxative. We have investigated Candi-Lax thoroughly and found it to contain no ingredient which might react in any way to destroy or impair the efficiency of the Rinex Treatment.

Candi-Lax is a mild yet thorough evacuant. Due to its mint content which nearly equals that of an after-dinner mint, Candi-Lax is very popular with children of all ages—it can be given babes in arms with very satisfactory results.

Candi-Lax has a tonic effect on the membranes of the alimentary tract. It eliminates toxins which, if neglected, might pass into the blood with serious results. Candi-Lax keeps the complexion clear.

Every druggist handling Dr. Platt's Rinex Prescription should

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11

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Katar letni (Hay Fever): Zażyć dwie kapsułki i jedną białą tabletkę o 8 godz. rano. Powtórzyć codziennie o 8 godz. wieczorem.

Katar, Zaziębienia, zapalenie gardła i oskrzeli: Codziennie zażywać dwie kapsułki i jedną białą tabletkę o 8 godz. rano, o 2 południu i o 8 wiecz.

Dla dzieci: Zażyć jedną kapsułkę i jedną białą tabletkę jak powyżej.

or all adults and children over 6 years of age.

Physicians samples gladly furnished upon request.

TO THE DRUGGIST

Note we recommend the use of Dobell's mixture in the case of Laryngitis. Note also prescription in Hay Fever and Catarrh.

Read our guarantee.

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We recommend further that you have Candi-Lax, the mint laxative, in stock if you do not already have it. You will notice in the foregoing directions, we are very insistent upon the use of Candi-Lax in conjunction with Dr. Platt's Rinex Prescription because of its high co-ordinated effectiveness. You can order this from your jobber or direct from The Clinical Laboratories Company, Cleveland, Ohio. Samples will be furnished on request.

Regardless of how severe or how chronic your case may be, Dr. Platt's Rinex Prescription should give you almost complete relief within twenty-four hours. If you feel you are not getting satisfactory results, use the questionnaire at once.

13

ITALIAN

ISTRUZIONI

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Dose per i bambini: Prendere una capsula ed una pastiglia bianca come sopra.

Important: How
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Platt's Rinex Pre
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GUARANTEE

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To the Druggist

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SWEDISH

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DR. PLATT'S Rinex PRESCRIPTION

The Guaranteed Relief for
Asthma, Hay Fever
Head Colds, Coryza, Rhinitis
Catarrh, Tonsilitis
Laryngitis, Bronchitis, Rose Fever
Summer Colds

It will be observed that in this booklet we have given the complete treatment for each of the foregoing diseases and in each case, the treatment represents the knowledge and experience of The Clinical Laboratories Company, Cleveland, Ohio, a professional analytical laboratory headed by competent medical authority. It is very important that directions in each treatment be followed in detail and adhered to absolutely.

Learn to depend upon Dr. Platt's Rinex Treatment at all times to quickly relieve any of the disorders listed above. The treatments as prescribed, have given uniformly, prompt and good results in the practice of American physicians.

Directions for Use
THE CLINICAL LABORATORIES CO.
1107 Union Nat'l. Bank Bldg.
Cleveland, Ohio

1

store should be used in the nostrils about every four hours:

Sulphate of Zinc—10 grains
Borax—½ dram
Sufficient Rose Water to make three ounces
Shake well before using.

Dr. Platt's Rinex Treatment:

Dr. Platt's Rinex Prescription should be taken, two capsules and one white tablet, at 8 a. m. and at 8 p. m., with a full glass of water, which should not be ice cold. It is important in taking Dr. Platt's Rinex Prescription for Hay Fever that it should not be taken before the attack occurs. Wait until the condition is upon you before beginning to take Dr. Platt's Rinex Prescription. Under these conditions, relief will be noticed almost instantaneously.

HEAD COLDS, CORYZA OR RHINITIS

Distinguishing Symptoms:

ASTHMA

Distinguishing Symptoms:

Most of the general symptoms for Asthma are very well known to all sufferers. The outstanding symptoms are extreme shortness of breath, spasmodic contraction of the lungs with the inability to expel the breath or fill the lungs to full capacity, frequently accompanied by intense and spasmodic coughing with inability to raise mucous.

General:

Diet forms a very important part of the general treatment for Asthma. Patients should avoid all heavy protein-content food, such as red meat, eggs, milk, rich pastries, candy and sugar. Alcohol of all forms should be religiously avoided. Black coffee, percolated, should be taken in large quantities, two cups at least, before retiring every night. Only those vegetables which grow entirely above the ground should be eaten.

(Note: If coffee disagrees, do not use).

Dr. Platt's Rinex Treatment:

Two capsules and one white tablet of Dr. Platt's Rinex Prescription at 8:00 a. m., followed in twenty minutes by a cup of hot water. This dose should be repeated at 8 p. m. It is frequently helpful to chew an after-dinner mint several

2

General:

Unless the fever is excessively high, the patient should be well nourished; large quantities of water should be assimilated. Do not overdress, but wear a moderate amount of clothing. A solution of a teaspoonful of salt dissolved in lukewarm water should be used as a gargle to the throat and snuffed through the nostrils several times daily. The sleeping room should be properly ventilated with a temperature of from 60° to 65°. One window should be open at top and one at the bottom. Do not use excessive covering.

Dr. Platt's Rinex Treatment:

Two capsules and one white tablet at 8 a. m., 2 p. m. and 8 p. m. Drink a full glass of water with each dose; avoid ice water. It is absolutely necessary that the bowels be thoroughly cleaned out and then be kept well regulated, and for this purpose, we recommend Candi-Lax because of its

times during the day. This tends to keep the stomach sweet and secure the full effectiveness of Dr. Platt's Rinex Treatment. In all cases of Asthma, the bowels should be kept especially active, and we recommend a quarter of a glass of Pluto Water taken hot each morning.

Note: In cases of Chronic Asthma, take Dr. Platt's Rinex Treatment for one week, then stop for three days, resuming treatment if necessary. This is to prevent the system from becoming so accustomed that the full effect is not realized.

NASAL CATARRH

Distinguishing Symptoms:

A symptom of great frequency in temperate latitudes, especially in changeable, moist climates, in the winter season. It consists of an increase of the mucous naturally flowing from the mucous membrane, preceded by a congestion and a brief period of dryness. Popularly a catarrh is called a cold, because exposure to cold lowers the vital resistance, so that toxins of bacteria, entangled in the mucous, become active and attack the system. More often it follows the breathing of foul air, overheating or checking of perspiration.

General:

General treatment is the same as in Head Colds, except that the following prescription, obtainable at

3

BRONCHITIS

Distinguishing Symptoms:

Pains in the chest, fever at the outset or continuing, cough generally with expectoration of mucous scanty at first, later perhaps profuse and containing pus, shortness of breath; coughing out of mucoid material.

General:

Treatment in general the same as described under Head Colds with this exception, that the patient should eat moderately but of highly sustaining and nourishing foods, such as soup, broths, tapioca, custards, ice cream and similar food high in protein. The idea is that the stomach should not be overloaded with bulky food. Rest in bed is very important. If it becomes necessary to control the cough, five grain doses of Sodium Bromide may be taken as necessary at intervals not more frequently than two hours apart. It is well to

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eaten.

(Note: If coffee disagrees, do
not use).

Dr. Platt's Rinex Treatment:

Two capsules and one white table-
t of Dr. Platt's Rinex Prescription
at 8:00 a. m., followed in twenty
minutes by a cup of hot water.
This dose should be repeated at 8
p. m. It is frequently helpful to
chew an after-dinner mint several

General:

Unless the fever is excessively
high, the patient should be well
nourished; large quantities of
water should be assimilated. Do
not overdress, but wear a moderate
amount of clothing. A solution of
a teaspoonful of salt dissolved in
lukewarm water should be used as
a gargle to the throat and snuffed
through the nostrils several times
daily. The sleeping room should
be properly ventilated with a tem-
perature of from 60° to 65°. One
window should be open at top and
one at the bottom. Do not use ex-
cessive covering.

Dr. Platt's Rinex Treatment:

Two capsules and one white table-
t at 8 a. m., 2 p. m. and 8 p. m.
Drink a full glass of water with
each dose; avoid ice water. It
is absolutely necessary that the
bowels be thoroughly cleaned out
and then be kept well regulated,
and for this purpose, we recom-
mend Candi-Lax because of its

times during the day. This tends
to keep the stomach sweet and se-
cure the full effectiveness of Dr.
Platt's Rinex Treatment. In all
cases of Asthma, the bowels should
be kept especially active, and we
recommend a quarter of a glass of
Pluto Water taken hot each morn-
ing.

Note: In cases of Chronic Asthma,
take Dr. Platt's Rinex Treat-
ment for one week, then stop for
three days, resuming treatment if
necessary. This is to prevent the
system from becoming so accus-
tomed that the full effect is not real-
ized.

NASAL CATARRH

Distinguishing Symptoms:

A symptom of great frequency
in temperate latitudes, especially
in changeable, moist climates, in
the winter season. It consists of
an increase of the mucous natural-
ly flowing from the mucous mem-
brane, preceded by a congestion
and a brief period of dryness.
Popularly a catarrh is called a cold,
because exposure to cold lowers the
vital resistance, so that toxins of
bacteria, entangled in the mucous,
become active and attack the sys-
tem. More often it follows the
breathing of foul air, overheating
or checking of perspiration.

General:

General treatment is the same as
in Head Colds, except that the fol-
lowing prescription, obtainable at

BRONCHITIS

Distinguishing Symptoms:

Pains in the chest, fever at the
outset or continuing, cough gener-
ally with expectoration of mucous
scanty at first, later perhaps pro-
fuse and containing pus, shortness
of breath; coughing out of mucoid
material.

General:

Treatment in general the same as
described under Head Colds with
this exception, that the patient
should eat moderately but of high-
ly sustaining and nourishing foods,
such as soup, broths, tapioca, cus-
tards, ice cream and similar food
high in protein. The idea is that
the stomach should not be over-
loaded with bulky food. Rest in
bed is very important. If it be-
comes necessary to control the
cough, five grain doses of Sodium
Bromide may be taken as necessary
at intervals not more frequently
than two hours apart. It is well to

any drug store, should be used in
the nostrils about every four hours:

Sulphate of Zinc—10 grains

Borax—½ dram

Sufficient rosewater to make
three ounces

Shake well before using.

Put ten drops of the foregoing
prescription in each nostril with an
eye-dropper about every four hours.

Dr. Platt's Rinex Treatment:

Two capsules and one white table-
t at 8 a. m., 2 p. m. and 8 p. m.
Drink a full glass of water with
each dose; avoid ice water.

Note: One of the most promi-
nent and outstanding symptoms of
catarrh is constipation, which may
even lead to a catarrhal condition
of the bowels. It is highly im-
portant, therefore, that Candi-Lax
be used in all catarrhal conditions
where Dr. Platt's Rinex Prescrip-
tion is taken. The dosage should
be one or two tablets every evening
until the condition of constipation
is entirely relieved. After that, it
will be frequently found advisable
occasionally to use one tablet be-
fore retiring. Candi-Lax is not
habit forming, nor does its use in-
crease the need for a laxative;
rather, it lessens the conditions
which cause the need of a laxative.

Dr. Platt's Rinex Treatment:

Directions for taking Dr. Platt's
Rinex Prescription for Bronchitis
are as follows: take one capsule
and one white tablet every two and
a half hours until a dryness of the
mouth is noted, then take one every
four hours, and continue every four
hours until full relief is secured.
It is important when taking Dr.
Platt's Rinex Prescription at any
time to keep the bowels well regu-
lated, and for this purpose we re-
commend Candi-Lax as a laxative
which has been thoroughly tested,
in The Clinical Laboratories in con-
nection with the perfection and
development of Dr. Platt's Rinex
Prescription Treatment. Drink
plenty of water during treatment.

TONSILLITIS

Distinguishing Symptoms:

Swelling and laxation of the
mucous membrane of the throat
with redness and tenderness of its
surface and occasionally ulceration
with bleeding. Occasionally there

HAY FEVER AND ROSE FEVER

Distinguishing Symptoms:

Hay Fever, Hay Asthma, Hay
Colds, Rose Colds and Autumnal
Catarrh—these are nervous affec-
tions which recur annually at about
the same time of the year and last
several weeks, characterized by a
profuse flow of secretion from the
nose as well as of tears from the
eyes with frequent sneezing, gen-
eral malaise, irritability, insomnia,
increased perspiration, and in
many cases, asthma. The eyes
flinch in bright light, headache
occurs daily, appetite is lessened,
and occasionally there is fever. In
some patients the attack appears in
June and lasts about a fortnight.
This is termed Rose Cold. Many
suffer first in July during haying
season, but probably the greater
number begin to suffer first in
August, and are relieved only upon
the approach of frost in October.
Feather beds and animal odors are
also frequent causes. During the
whole year sufferers are frequently
affected by flying dust, causing a
condition of sneezing, coryza and
slight laryngitis, lasting an hour or
so.

General:

General treatment for Hay Fever
condition is exactly the same as in
Head Colds. The following pre-
scription, obtainable at any drug

tablet at 8 a. m., 2 p. m., and at
8 p. m., each dose accompanied with
a full glass of water. It is impor-
tant when taking Dr. Platt's Rinex
Prescription at any time to keep
the bowels well regulated, and for
this purpose we recommend Candi-
Lax as a laxative, which has been
thoroughly tested in the Clinical
Laboratories in connection with
the use of Dr. Platt's Rinex Pre-
scription.

LARYNGITIS

Treatment: Follow general treat-
ment explained under Head Colds,
and take Dr. Platt's Rinex Pre-
scription as prescribed under Head
Colds. However, in place of the
hot salt water gargle specified un-
der Head Colds, use Dobell's solu-
tion, which can be obtained at any
drug store; a teaspoonful to two
teaspoonfuls gargled every hour
until relieved, then gargle every
two hours.

ASTHMA

Distinguishing Symptoms:

Most of the general symptoms for Asthma are very well known to all sufferers. The outstanding symptoms are extreme shortness of breath, spasmodic contraction of the lungs with the inability to expel the breath or fill the lungs to full capacity, frequently accompanied by intense and spasmodic coughing with inability to raise mucous.

General:

Diet forms a very important part of the general treatment for Asthma. Patients should avoid all heavy protein-content food, such as red meat, eggs, milk, rich pastries, candy and sugar. Alcohol of all forms should be religiously avoided. Black coffee, percolated, should be taken in large quantities, two cups at least, before retiring every night. Only those vegetables which grow entirely above the ground should be eaten.

(Note: If coffee disagrees, do not use).

Dr. Platt's Rinex Treatment:

Two capsules and one white tablet of Dr. Platt's Rinex Prescription at 8:00 a. m., followed in twenty minutes by a cup of hot water. This dose should be repeated at 8 p. m. It is frequently helpful to chew an after-dinner mint several

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DR. PLATT'S Rinex & PRESCRIPTION

The Guaranteed Relief for
Asthma, Hay Fever
Head Colds, Coryza, Rhinitis
Catarrh, Tonsilitis
Laryngitis, Bronchitis, Rose Fever
Summer Colds

It will be observed that in this booklet we have given the complete treatment for each of the foregoing diseases and in each case, the treatment represents the knowledge and experience of The Clinical Laboratories Company, Cleveland, Ohio, a professional analytical laboratory headed by competent medical authority. It is very important that directions in each treatment be followed in detail and adhered to absolutely.

Learn to depend upon Dr. Platt's Rinex Treatment at all times to quickly relieve any of the disorders listed above. The treatments as prescribed, have given uniformly, prompt and good results in the practice of American physicians.

Directions for Use
THE CLINICAL LABORATORIES CO.
1107 Union Nat'l Bank Bldg.
Cleveland, Ohio

1

As Tasty as an After-Dinner Mint
A new, pleasant, effective laxative
for adults and children. Harmless—
no habit forming—positive.
In tight tin boxes
24 Tablets—25c

Candilax
THE WHOLE LAXATIVE
REG. U.S. PAT. OFF.

treatment: Follow general treat-
t explained under Head Colds,
take Dr. Platt's Rinex Pre-
s. However, in place of the
salt water gargle specified un-
der Head Colds, use Dobell's solu-
tion, which can be obtained at any
store; a teaspoonful to two
teaspoonfuls gargled every hour
until relieved, then gargle every
two hours.

LARYNGITIS

et at 8 a. m., 2 p. m., and at
m, each dose accompanied with
a glass of water. It is impor-
tant when taking Dr. Platt's Rinex
prescription at any time to keep
bowels well regulated, and for
purpose we recommend Candilax
as a laxative, which has been
thoroughly tested in the Clinical
Laboratories in connection with
use of Dr. Platt's Rinex Pre-
scription.

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drug store; a teaspoonful to two
teaspoonfuls gargled every hour
until relieved, then gargle every
two hours.

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GRAPEFRUIT AS A "PATENT MEDICINE"

In October, 1927, the *Journal of the Michigan State Medical Society* printed an utterly preposterous article entitled "The Therapeutic Value of Hill Grown Grapefruit." In the routine of his duties, an abstractor on THE JOURNAL made a brief summary of it for Current Medical Literature, and by two or three oversights the abstract was published. The editor will never cease to regret it. In the first place there is not the slightest scientific evidence that any kind of grapefruit has any curative virtues in diabetes. The article mentioned vaunts the alleged potency of a special brand of grapefruit; it refers to the case of a Dr. Roy who details his alleged cure of a serious case of diabetes, and now, apparently, it has led to a real-estate promotion and to the foundation of a sanatorium company from a small district in Florida. They, it seems, are going to sell this "medicinal fruit," limiting it to patients of the institution or to physicians' prescriptions. They are going to examine and certify this fruit, and they are going to have it in cans when the fresh fruit is out of season. The scheme ought to sell a lot of grapefruit. The Michigan physicians assert that their particular "Howey-in-the-Hills grapefruit" is good for arteriosclerosis also. We are sorry that the Michigan journal printed such an unscientific article. We are even more sorry that our abstractor made his little abstract; we are absolutely overcome with chagrin at

the oversight that let the little abstract into the pages of THE JOURNAL. We hope that everybody who buys the grapefruit will enjoy it—as grapefruit, not as "patent medicine." Florida papers please copy!

Howey Co.
Hills
3

Please return
to Ref. 4.

11/15/100 11/15/100

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BOSTON, MASS.

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W. J. Farney Co

Howey Grapefruit
FOR DIABETES
and High Blood Pressure



*AN account of clinical investigations by
Dr. Emile Roy at Howey-in-the-Hills,
Florida, of the therapeutic qualities of
Florida Highland Grapefruit, grown on
the Howey tract, in the treatment of Dia-
betes and hypertension (high blood pressure)*

Copyrighted 1925.
W. J. Howey Company, Howey, Lake County, Florida

Florida Earth Press, Orlando, Florida

Health lies beneath the golden skins of Florida citrus fruit. Not only will any physician recommend the addition of oranges and grapefruit to the general diet, but the recent investigations of Dr. Emile Roy at Howey-in-the-Hills have shown that grapefruit grown in that section of the Florida Highlands possesses definite therapeutic qualities in the treatment of diabetes and of certain cases of hypertension, or high blood pressure.

Study of clinical records of a number of cases in which he has prescribed for patients suffering from diabetes a diet of grapefruit, has convinced Dr. Roy that not only will the use of this fruit effect relief much quicker than the drug insulin, and extend hope of a complete cure in cases which are not too far advanced, but that it will in any event arrest the progress of the disease no matter how serious the condition of the patient has become, and permit him to lead a healthy normal life so long as he continues the diet.

Like a great many scientific principles of the first importance, the use of grapefruit as a diet in the treatment of diabetes was brought to the attention of Dr. Roy by

accident. A patient whose condition was very serious, expressed a desire for the fruit, which was granted. The condition of the patient improved at once, and eventually a condition of normal health was regained.

His curiosity aroused, Dr. Roy prescribed the fruit for other patients suffering in the same way, until he had gathered enough clinical data to demonstrate that grapefruit contains a definite therapeutic agent which is a specific in the treatment of diabetes, just as effective as the drug insulin.

An orthodox physician with a long record as a successful practitioner, Dr. Roy frowns upon any attempt to exploit his investigation in a sensational manner. He spent a number of years in the investigation, but he regards his work to date as only a fraction of the completed task. He knows as a physician that grapefruit will correct the condition of diabetes. Now he has set out as a scientist to find out why this is so. At Howey-in-the-Hills he has established the laboratory where he is endeavoring to isolate the active principle of the fruit which is responsible for its corrective qualities.

The grapefruit diet is not an "apple a day" proposition, Dr. Roy warns. Diabetes is always a serious ailment, especially for persons who have not reached middle age, upon whom it frequently reacts fatally. The grapefruit diet must be given in a thoroughgoing manner under the supervision of a physician to secure results.

In many cases, it is impossible to give a patient the recently discovered drug insulin, because of the deleterious effects of the drug on other functions of the body. In those cases the grapefruit diet presents a new hope, since the natural fruit is a healthful addition to any diet, aside from its therapeutic qualities, and may be given without fear of any ill effects.

In the treatment of his first case, Dr. Roy made an important discovery. All grapefruit has not this important quality of correcting a diabetic condition. He early discovered that the California fruit entirely lacks this property. Later he found that only certain Florida fruit possesses it. That is the fruit from the Florida Highlands, where the soil contains an underlying strata of oxide of iron.

Grapefruit from the lowlands, even the Indian River fruit celebrated for its table qualities, is lacking in the principle which corrects the diabetic condition. The groves planted by the W. J. Howey Company in the region about Howey-in-the-Hills fulfill these conditions admirably. They are planted in land the subsoil of which contains oxide of iron, and lie at the highest point in Florida, portions of the Howey grove development lying more than 300 feet above sea level.

This combination of elements, the ferrous subsoil, high elevation, abundance of sunshine and of subsoil water supply, with the pure Highland air, has produced the principle in the grapefruit which corrects the conditions in the human body causing diabetes and high blood pressure.

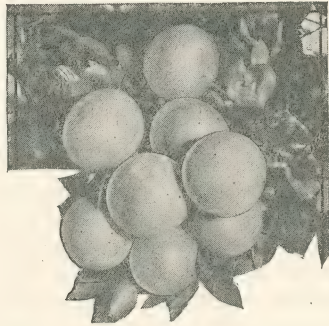
Just why this quality is confined to the Highland grapefruit is as yet unknown, just as it is unknown why a certain small section in Cuba alone is capable of producing that grade of Havana tobacco which is almost priceless in the cigar trade, or why in France wine of an exquisite flavor and bouquet is made from the grapes of one vineyard, while those of the vineyard on an opposite hillside

yield a very ordinary product. Sufficient to say, the Howey grapefruit possesses this marvelous health-giving quality in a high degree.

Diabetes is caused by a disarrangement of that process of the body known as metabolism, whereby the tissues absorb nourishment from the blood. Hypertension, or high blood pressure, is often caused by a somewhat similar defect in the process of metabolism, and the grapefruit principle which will correct the diabetic condition will also give immediate relief in those cases of high blood pressure caused by defective metabolism. Dr. Roy has collected clinical data on some sixty cases which have benefited by the grapefruit diet.

While he is continuing his scientific labors at Howey-in-the-Hills, working in his laboratory to uncover the facts which will explain to the medical profession of the world the reason for these wonderful properties of grapefruit grown in the Florida Highlands, other men are making plans to put the discovery to practical, humanitarian work on a large scale, in affording relief to sufferers from diabetes and high blood pressure.

A sanitarium is today being organized which will afford at Howey-in-the-Hills, in a setting whose pure air and drinking water, sunny skies and equable climate are naturally conducive to health, treatment which will be centered around the Howey grapefruit diet. Here Florida will be prepared to offer to the world the health-giving qualities of its golden fruits.



—6—

The two letters on the following pages recite the experiences of Dr. Roy and Dr. M. M. Hannum, of Eustis, Florida, with the grapefruit diet.

EUSTIS HOSPITAL

M. M. Hannum, M. D.

Eustis, Lake County, Florida
June 10th, 1925

W. J. Howey Co.,
Howey, Florida
Dear Sirs:—

I began to use Howey grapefruit in the treatment of diabetes about April 10th, 1925. Up to date I have treated nine cases of diabetes with most satisfactory results. I put these nine cases on a strict grapefruit diet until the sugar was negative, taking diet similar to Joslin's or that outlined by Dr. Roy, of course keeping them on grapefruit all the while. These cases varied as to sugar content, age, general physical condition, etc., but every one cleared up in from two to three days and remained clear so long as I had grapefruit to use.

I want to impress upon you that grapefruit from the

—7—

lowlands will not produce these results and the only kind that will is that grown at Howey. I judge that fruit grown on the same soil as that at Howey will give the same results but I have not found it.

I find that Howey grapefruit will clear the system of sugar much quicker than insulin will and it is more simple and more pleasant.

I have only treated two cases of "simple high blood pressure" with grapefruit. Several of my cases of diabetes have high blood pressure and I am pleased to report that these high pressures were reduced from ten to thirty points.

One case of simple hypertension of 200 gradually came down to 158 and the patient is feeling much better in every way. The other case had a pressure of 196 and was reduced to 170 in ten days but he had to go north and I have no further record of him.

My experience with grapefruit in the treatment of diabetes leads me to believe that we have discovered something which will prove to be much better than insulin in every way. I am sorry that the supply gave out

and in the early fall I shall begin using grapefruit again in treating diabetes and kindred affections.

I just had a letter from a man in Salem, Mass., asking me to send him a box of grapefruit from Howey. He is a patient of Dr. Harry Phippen and reports great improvement after using grapefruit.

Yours truly,

(Signed) M. M. Hannum

Howey, Lake County, Florida
May 15, 1925

W. J. Howey Co.,

Attention Mr. Howey.

Dear Mr. Howey:—

Replying to your letter of yesterday, it would be a hard, long and tedious labor to give you all the data relating to my clinical work with the grape fruit. Principally would it be out of the question to write a monograph now on the wonderful merits of the highland grapefruit in such condition as hypertension "high blood pressure."

and diabetes, for the good and simple reason that my investigations are not completed, and therefore, have not been submitted to any reliable body of medical men. However, the preliminary report of the work is in the hands of the American Medical Association.

To give you the details of what I have done and what remains to do would be dry reading for the lay mind, but the following, no doubt will interest you and your friends.

So far as I know, I am the only one that has done any scientific and systematic medical work with the grapefruit as a therapeutic agent, and the only one in possession of the active principle contained in it or developed in the process of metabolism, and of its physiologic and therapeutic properties. Even the bureau of chemistry of the department of agriculture at Washington, has not done anything further than the determination of soluble solids, sugar and acid.

My investigation and analysis have proved to me long since that the acid contained in the strawberry, red raspberry, pineapple and even some grapes, is the readily oxidized citric acid of the citrus fruit; but never had I

been able to get with the above fruits the results I obtained with the orange and more so with the grapefruit, to the point of controlling with the grapefruit an acid cystitis in a very short time.

Remember what I told you before, high blood pressure is not a disease, it is a symptom of disease, and often is an effort of nature to obtain a balance or rather a harmony in the working of different organs. For instance, in old people with arterie-sclerosis, if it was not for the high pressure to force the blood to remote parts of the extremities, a gangrene would result, etc., etc.

Hence, to depend only on the highly designed mathematic instruments of today, and neglect the incomparable clinical experience, is to court disaster.

Without going any further into this, let me make the statement now, that unless the high blood pressure is due to a destructive organic lesion, grapefruit will restore a normal condition in the blood flow and an equilibrium in metabolism. The same holds true in glycosuria; however, in the light of today, in diabetes mellitus, I would only use the grapefruit in practice as an adjunct to insulin or where the latter fails.

If you bear in mind my own case and the reports you have received from your friends, it all substantiates what I claim.

I have very much to do yet, and much that I cannot do at the present time, before I can commit myself in toto. Now, as last year and before, I stand back of the statements, written or verbal, which I made that our grapefruit possesses potential value in the treatment of disease due to faulty metabolism, which is not to be found in anything else.

The fruit diet and fruit fast that I am preaching and practising bring incomparable benefits, and you may be sure without any contradiction by those who know as I do, that nature has given us in the Hills a grapefruit which has restored me and scores of my patients to a former good health.

With personal regards,

Yours sincerely,

(Signed) Emile Roy, M. D.

THE HOME OF HOWEY

Anti-Diabetic Grapefruit

HOWEY IN THE HILLS

A FIFTY MILLION DOLLAR DEVELOPMENT

The largest citrus development in the world. Sixty thousand acres in the rolling Highlands of Lake County, Florida, guarded from frost by a chain of large fresh water lakes, under management and cultivation by an organization trained to produce the highest quality of citrus fruits, to be sold at preferred prices by its own marketing organization. At its center, Howey, the City Inevitable, the commercial and economic nucleus of this rich and fertile back country, where progressive civic spirit is building a newer and finer Florida city on a site endowed by Nature with every advantage of beauty and strategic location.

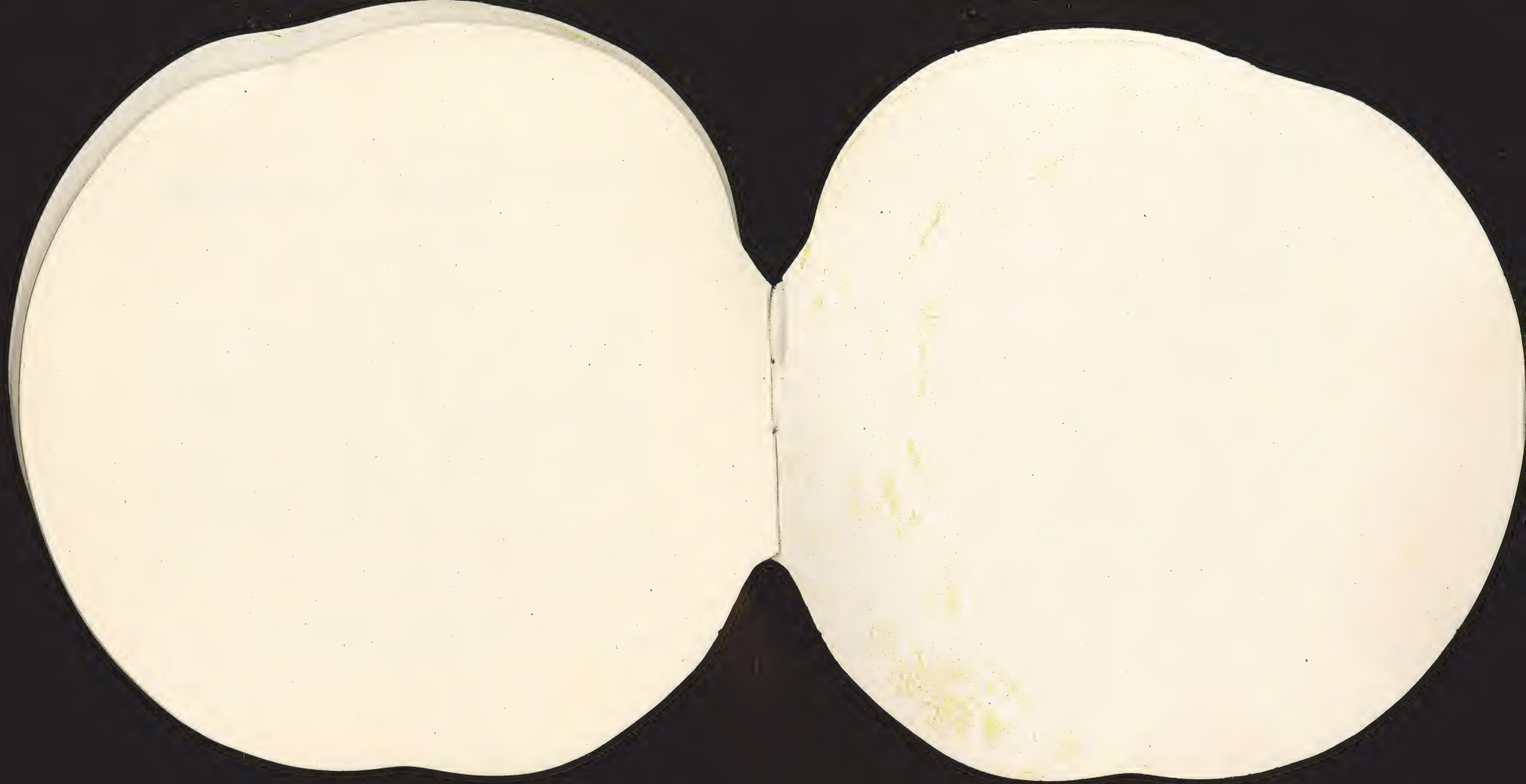
Let us take you on a free, three-day inspection trip of the Howey Properties.

W. J. HOWEY COMPANY

HOWEY

LAKE COUNTY

FLORIDA



READ
OUR GUARANTEE
ON INSIDE
FRONT COVER

Our doubts are
traitors and make
us lose the good
we might win by
fearing to attempt

The Mizer
Sanatorium

COSHOCTON
O H I O

MANINE

IN
MORPHINISM
AND
NERVOUSNESS

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Howey
IN
THE
HILLS
SANITARIUM

E. C. TAYLOR, M. D., DIRECTOR

HOWEY-IN-THE-HILLS, FLORIDA

Dear Doctor:-

Since the publication of the enclosed article the W. J. Howey Company has decided to build a fine new Sanitarium here at Howey-in-the-Hills. This Sanitarium will treat diabetic and other chronic cases which have shown such wonderful improvement from the use of this hill-grown grapefruit. The Sanitarium will also have complete charge of the distribution of this medicinal fruit.

The fruit will, according to present plans, be marketed in the following manner, viz: no fruit bearing the Certificate of the Sanitarium will be placed on the open market, being shipped only to former patients and to others upon the recommendation, and only upon the recommendation, of their physician. Each box of the fruit sold for medicinal use will bear the Certificate of the Sanitarium. Before this signed Certificate may be placed on the box the fruit itself must have been examined and approved for medical use by the Medical Director of the Sanitarium. Each Certificate is numbered and each invoice will bear the Certificate number so that a thorough record of the shipment and the case may be on file at all times.

If there be any information of a special nature you desire feel assured that your inquiries will have careful and prompt attention, as we have gone to the expense of hiring an office force so that we may be in a position to supply the reputable physicians of the country with any and all special information they may desire.

Yours very truly,

E. C. TAYLOR, M. D.

ECT-

Medical Director

P.S. Canned medicinal fruit will be available before the fresh fruit is out of season.

*more of the same
with the reprint.*

PR 8-1914

8612

Rx. Citrated Caffeine T. T., each..... $\frac{1}{2}$ gr.
Dose—Three or four twice a day.
If weak and exhausted, or nervous headache.

Rx. Asafetida (tablets or pills), each..3 gr.
Dose—One immediately before eating.
To Improve Nerve Centers, prevent gas in
stomach and bowels; backache.

Should there be any doubt as to any part
of these instructions, we will be glad to re-
ceive a letter of inquiry, briefly stating what
the difficulty is, and we will cheerfully give
the best services of which we are capable.

All correspondence will be regarded as
strictly confidential.

THE MANINE MEDICINE COMPANY,
St. Louis, Missouri.

AUG 17 1915

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11409

AUG 17 1915

Nothing is too good to be true.

◇◇◇

Keep moving. Things move so fast
these days that people who say
“it can’t be done” are frequently
interrupted by those who “do it!”

◇◇◇

“Our deeds still travel with us from
afar, and what we have been
makes us what we are.”

COPYRIGHTED 1913
BY THE MIZER SANATORIUM CO.

APR 8 - 1914

8612

**READ
OUR GUARANTEE
ON INSIDE
FRONT COVER**



Our doubts are
traitors and make
us lose the good
we might win by
fearing to attempt

**The Mizer
Sanatorium**

**COSHOCTON
O H I O**

stitution as we have provided and which is recommended by such men as Tyson and Osler.

Our Sole Business

We want it to be understood very clearly that our sole business at The Mizer Sanatorium is to care for patients who are suffering from the drug or liquor addiction. Our lives are devoted to it, and in the perfection of the treatment is where we have devoted our best efforts. It makes no difference what particular kind of liquor or which drug and to what extent they may have been used, or, too, how many times it may have been necessary for the individual to have taken treatment, the condition will respond favorably to this treatment, and we will cure you to stay cured.

To the Lady Patients

Ladies wishing to come to our Sanatorium for treatment should feel no delicacy whatever, as they are under personal care of our lady graduated, trained and registered nurses, who will be in constant attendance and attend to every want. Polite attention, courteous treatment shall be theirs at all times.

Drug Addiction

It is not the object of this booklet to go into details or attempt to give a description of all the terrible results of the use of Morphine, Heroin, Opium,

or other drugs, but to present to you in as few words as possible what we can do for those afflicted. Do we guarantee a cure? We positively do. The patient is the one who is left to decide when the cure is satisfactory. To those addicted to the use of Morphine, Heroin, Opium, Cocaine, Codine, Chloial or other drugs, we can assure you a cure in from ten to twenty-one days. Most persons addicted to the use of drugs have made several attempts to free themselves, but have found that after leaving other sanatoriums that they have been left in very weak and nervous condition and suffering limb pains of which they could not rid themselves, only by returning to the use of the drug. We wish to assure you that if you take our treatment you will have no bad after effects. Our treatment is harmless and painless and patients suffer very little inconvenience while here. When they leave our Sanatorium they know that they are cured as they are free from craving, need and desire for stimulants; they are eating and sleeping well; they have not an ache or pain; neither do they take any medicines home with them to deceive them. In fact we place them in normal condition. We do not send them home physical wrecks, but on the other hand, they gain strength and health rapidly. We do not send out any home cures as none of them are a success.

Patients desiring our treatment must come to our Sanatorium where we are prepared to take care of this particular class of disease. If you are seeking a cure that is positively guaranteed to your entire satisfaction and one that you do not have to pay for until you have derived the benefit, then we would appreciate a letter from you. If you have any doubt that we can fulfill our contract we will gladly place you in direct communication with some of our former patients who will only be too glad to inform you what we have done for them. We wish to call your attention to the high-class references on the cover page of this booklet.

Alcoholism

Our treatment is not a sobering up process, but a positive cure. Alcoholism is now recognized as a disease. It being a disease of the nervous system, is a pathological condition which disturbs the mental equilibrium, or, as it were, defection of the will power termed Dipsomania. Being convinced that we have a disease to deal with of specific nature, we set about to discover a specific treatment, using only the therapeutic re-agents that will maintain and bring back the nervous system to its original physiological equilibrium or normal condition. This has been accomplished. Our treatment eliminates the poison, purifies the blood

and restores the organs to a normal condition. The medicines act immediately and directly on the nerve centers which have been enfeebled by alcohol or drug. We put the patient in full possession of his mental faculties. It gives a healthful appetite for food and produces a calm and refreshing sleep. Our patients seldom, if ever, miss a meal or lose a night's rest. We do not cure our patients by nausea or vomiting, but by destroying the craving and desire for liquor. We do not deceive our patients by sending them home with so-called tonics to build them up. When they leave our Sanatorium they are taking no medicines whatever. We positively guarantee a cure for the liquor addiction in from ten to twenty-one days.

Interesting Features of Our Treatment

Three features of this method of treatment are the limited period of time required, its harmlessness and its being absolutely painless. No strenuous procedures form a part of this routine. Hyoscine is never used. It is not necessary gradually to diminish the dosage of Morphine, Heroin, Opium or other drugs. The patient comes to rid himself of the addiction, and the objectionable drugs are quickly stopped, suitable treatment is instituted and the stored-up poisons are dislodged and eliminated from the system. No toxic

doses of potent pharmacals are used in this institution. The remedies used are sensible and physiologic. Their action serves at once to unload the stored-up poisons from the system, and as quickly as possible to neutralize their ill effects on the body. Our records show that patients varying from five years to eighty-two years have been cured. Quite a number between seventy and eighty and we have never failed in a single case.

Our Sanatorium

Our Sanatorium is the largest of its kind in the State of Ohio, and the best equipped to treat drug and liquor cases. Our patients come to us from all parts of the United States, Canada and Old Mexico, and we do not hesitate to state that our per cent of permanent cures is not equalled by any other Sanatorium in the country. A great many patients who have had treatment before have been placed in padded rooms, or straight-jackets have been used; others have been placed in rooms with barred doors, and windows and others have suffered to such an extent that they hesitate to take treatment again for fear of undergoing a great deal of physical suffering without permanent relief. To those we wish to say that you will not be subjected to any of these tortures here. We have no physical restraints, but on the other hand,

we make our Sanatorium home-like. We have all the conveniences of a home. Good books, games, billiard and pool tables and music is furnished whenever agreeable. Nothing but the utmost kindness to our patients is tolerated. This institution has no training school for nurses. Graduated, trained and registered nurses only being employed, aiding greatly in securing for our patrons the very best and most effective service. You will, at all times, be given every consideration.

Which Will You Choose?

Patients seeking a cure for the drug or liquor addiction ought to be sure that they are going to get just what they pay for, the same as if they were purchasing a bill of merchandise. We guarantee a cure, others do not; others wish the money in advance, we do not. The patient need not pay us one cent until he himself knows he is cured. No Sanatorium will allow you that privilege. They decide. We leave it entirely with the patient. When they say they are cured, they can pay us. We will enter into contract to this effect. See statement on inside, front cover of this booklet. As a fair proposition, does it not appeal to you? If we did not know just what we can accomplish in each and every case, we could not afford to make such an open offer. We can deliver a cure and we have nothing

to conceal. You purchase our treatment, or, in other words, buy a cure. We will deliver same satisfactorily to the purchaser and then you pay us. What more can be asked? Now here is the question; Which are you going to choose, a Sanatorium where they guarantee the patient nothing, or one that does guarantee a cure; a Sanatorium that decides when the patient is cured, or one that gives the patient the privilege to decide when he is cured; one that has barred doors, windows and straight-jackets and padded cells, where the patient suffers untold agonies, or where the patient does not? We offer you a treatment that is absolutely painless and harmless. We do not use physical force or confine our patients to any of the objectionable rooms as do other Sanatoriums. Remember that our Sanatorium is home-like and the patient is our guest.

Do You Ever Stop to Think that

One drink a day costs \$36.50 a year?
Two drinks a day cost \$73.00 a year?
Four drinks a day cost \$146.00 a year?

Ten drinks a day cost \$365.00 a year?
Suppose you placed \$365.00 each year in the bank or purchased a piece of property, how long would it be until you would be independent? You will find it the best investment you ever made to come to us and be cured so

when you go home, instead of handing out money to purchase whiskey, you can place the same amount in the bank for future use. Just stop to think what it means to you; not only to you, but to your family. It is not only what you spend for something to drink, but you treat others, and the loss of time from your business. Also many is the dollar that is lost in an indirect way because people refuse and will pass you up and go where they do not come in contact with those who use liquor. Did you ever stop to think of the anxiety, uneasiness and worry that those who drink cause the loved ones at home? That every cent that is spent for liquor causes you to sink one notch lower in the estimate of the class of people whose respect you seek? It will ruin you mentally, physically and financially. Why continue to use liquor or drugs when you positively know that you are slowly killing yourself? Throw away your false pride and say you are going to stop its use. If you have reached the point in your life when your system demands the stimulants, and you cannot quit without aid, come to us and we will cure you and place you in normal condition, build up your nervous system so that you will have power of resistance. We will cure you and when you leave us you will have no craving, need or desire for any kind of stimulants. You will be

eating and sleeping well and your nervous system will be the same as before you began the use of liquor. Our treatment is absolutely harmless. Do not delay coming. DO IT NOW!

Many Physicians Take This Treatment

The Mizer treatment is decidedly worthy of investigation, and it is a remarkable fact that many physicians avail themselves of the opportunities afforded by this treatment. We have in mind a bright young physician from West Virginia who had contracted the morphine addiction. Not less than five separate times had he undergone treatment at a prominent institution in Memphis, Tennessee, and as many times had reverted to the use of the drug, with disastrous results to his general health. He came to The Mizer Sanatorium—at the earnest solicitation of a friend—and he assured us that if he was not positively cured he would never cross the Ohio River again.

Naturally, his pitiable condition made him desperate. Nevertheless in less than three weeks he had left this institution for his home in good health and very much encouraged. He has NOT reverted to the use of morphine or any other narcotic.

More Clinical Experiences with Medical Men

A physician from our own State came in an ambulance, having been bed-

ridden for five weeks. He was in a serious condition and was using morphine (about 40 grains per day) and liquor (1 to 2 quarts a day.) He, too, had taken two treatments. He did not stay here long, but went right back to his general practice IN 18 DAYS, and no stretcher was required.

Another physician from Pennsylvania was using very large doses of morphine and cocaine—about 30 grains of each per day. He had taken treatments two times before, and came to this institution in a worse condition than ever. He remained at this institution FOR SIX DAYS, and went back to his work. He has not used a grain of either morphine or cocaine since, and has gained over sixty pounds. Of course, he is a convert of our treatment.

Still another prominent physician and his wife from Ohio came for treatment. Both of these unfortunates were using morphine and hyoscine. The doctor, at one time, was one of the leading physicians in his home town (of over 75,000) but came to us an absolute wreck from his excessive use of these dangerous drugs. Two weeks of treatment sufficed to accomplish the desired results, and both the doctor and his wife went home "tickled to death" as they said.

A Kentucky doctor came after various experiences in his efforts to regain his normal health. He was using mor-

phine regularly, and could not stop it. His stay was longer than usual—he enjoyed his surroundings, his wife was with him, and he "wanted a vacation." He was with us three weeks and went home in splendid condition.

Three Remarkable Cases

Mrs. C., housewife, age twenty-seven, weight 115 pounds, family history, negative. Had three abdominal operations—appendectomy, 1909; operated for adhesions in 1910, and was again operated for Pyosalpinx, February, 1911, at which time she became addicted to morphine. Admitted to Sanatorium December 31st, 1911, using twelve grains of morphine sulphate daily, hypodermically. Upon examination, was found to be pregnant, uterus enlarged, foetal bruit very distinct and diagnosed as a six months pregnancy. Was treated successfully for the morphine addiction, suffering no ill effects, was discharged January 29th, 1912, absolutely cured and on April 1st, 1912, gave birth to a healthy girl baby weighing nine pounds. This we think, will prove to the most skeptical the efficacy and absolute harmlessness of our treatment.

The above statement can be corroborated by four prominent physicians.

Another of the really remarkable cases which has come to our notice was that of a lady who had become addicted to the use of morphine while her little

girl was nursing. Of course, the child was influenced through the milk, and the mother was unable to wean her for that reason. Finally, when this was possible, it took from four to six grains of morphine daily to sustain the child. The mother was using sixty grains of morphine every day. When these patients came to this institution, the little girl was five years and three months old. She had a very watery complexion and was almost lifeless. She simply stayed around her mother, but within a few days was full of life, running all over the neighborhood, an evident transformation. Both mother and daughter went back to their home in West Virginia freed from the addiction and thoroughly convinced of the value of this treatment.

Mr. ——— when living in Little Rock, Ark., accidentally heard from a friend of the success of The Mizer treatment. He immediately wrote to a prominent Coshocton business man and was assured of our standing. He started out with his wife and little girl to work his way by doing odd jobs. After much privation and trouble he managed to reach Columbus, Ohio, where, before very long, Judge Black, of the Juvenile Court, took charge of their child as both parents were in too deplorable a condition to care for her.

Arrangements were made for both father and mother to come to this in-

stitution on July 17th, 1911. Both were in bad shape from the excessive use of both morphine and atropine. The man's weight was 117 pounds, while the woman only weighed 63 pounds.

On August 7th—twenty-one days later—both were discharged. Their return to good health was rapid. On November 7th, after a personal interview with Judge Black, their child was returned to them as the judge was convinced that they were entirely responsible. At this date the man's weight is 148 pounds and the woman's 140—a gain of 31 and 77 pounds respectively.

An Opium Smoker Surprised

An American gentleman who had been addicted to smoking opium since 1877, and who boasted that he was one of the first white opium-smokers in this country, was brought to The Mizer Sanatorium against his inclinations. Three weeks of treatment sufficed to restore him and he left the institution cured, happy and surprised.

The Commercial National Bank

Coshocton, O., Nov. 7, 1913.

During the existence of The Mizer Sanatorium it has done its banking business with The Commercial National Bank and a large number of its patients who have taken treatment, have made deposits with this bank under the guarantee system of "No Cure, No Pay" as

advertised by this Sanatorium and in no instance have the patients demanded or withdrawn the deposits, but on the contrary, all of such patients and others that we have met have spoken in highest terms of the results of the treatment of this Sanatorium and have recommended it in extravagant terms. We are well acquainted with the gentlemen in charge of The Mizer Sanatorium and have observed much of the noble work that this institution has done in the cure of the drug and liquor addictions and we have no hesitancy in endorsing and recommending these gentlemen and their system of treating these addictions and we assure the unfortunate addicts that this institution can and does accomplish by their method of treatment all they claim in their printed literature.

The Commercial National Bank.

By J. W. CASSINGHAM, Pres.

C. H. MAGRUDER, Cashier.

The Expense of Treatment

The expense of treatment at The Mizer Sanatorium is very reasonable. The rate may be had on application to the management. Our Sanatorium is private. Correspondence is solicited and will be considered **strictly confidential**. Convincing proofs that the statements made in this booklet are true may be had on request. Address The Mizer Sanatorium, Coshocton, Ohio.

We refer you to the following Business and Professional Men of Coshocton, Ohio

Hon. R. M. Voorhees, Judge Fifth Judicial Circuit.
Hon. S. H. Nicholas, Common Pleas Court Judge.
Hon. John W. Cassingham, Coal Operator, Ex-Congressman 17th district.
Rev. Geo. Brewer, Pastor Presbyterian Church.
Rev. Frank Albus, Pastor Episcopal Church.
Rev. John Secrest, Pastor Grace M. E. Church.
Rev. T. A. Goebel, Pastor Sacred Heart Catholic Church.
Rev. S. S. Fisher, Pastor First Methodist Protestant Church.
Rev. H. C. Graeper, Pastor Evangelical Church.
Geo. S. Caton, Pres. and Mgr. The Fountain Dry Goods Co.
Seth M. Snyder, Postmaster.
Hon. L. D. Schott, Representative in Legislature.
Geo. M. Gray, Hardware Merchant.
C. D. Brooke, Jeweler.
Metzler & Robertson, Druggists.
Smith Drug & Book Store, Druggists.
Seigrist & Williams, Druggists.
R. L. Meredith, Pres. Meredith Business College.
E. C. Compton, Editor Coshocton Daily Times.
R. C. Snyder, Editor Coshocton Daily Age.
Bert Denman, Business Manager Daily Tribune.
H. D. Beach, Pres. and General Manager The H. D. Beach Company.
L. P. Gallagher, Pres. and Gen'l Mgr. The Novelty Advertising Co.
The Commercial National Bank.

C. B. McCoy, Pres. Coshocton Glove Co.
T. H. Wheeler, Ex-Prosecuting Attorney.
The Coshocton National Bank.
The People's Banking and Trust Co.
B. F. Voorhees, Attorney-at-Law.
Jos. L. McDowell, Prosecuting Attorney.
Hon. Frank Ashman, Probate Judge.
G. W. Cassingham, Mayor.
Gail S. Hamilton, Ex-Mayor.
Charles Stipes, County Recorder.
A. C. McDonald, County Sheriff.
C. A. Lamberson, Ex-County Auditor.
Hack & Wisenburt, Clothing Merchant.
D. O. Thompson, Clothing Merchant.
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Dr. Jesse McClain.
Dr. E. C. Carr.
Dr. C. M. Neldon.
Dr. J. D. Lower.
Dr. A. S. Metzler.
Dr. S. A. Stacy.
Dr. R. K. Merriam.
Dr. T. W. Lear.
Dr. J. W. Shaw.
Dr. H. R. McCurdy.

or any other reputable citizen of Coshocton, Ohio. We do not publish names of our patients, as the strictest secrecy and confidence must be maintained with our patients. Testimonial reference along the faked line are not supplied, but we will put you in possession of the names of patients, (with their permission) cured years or months ago and in this way you could secure a personal guarantee from one whom you might know.

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Metzler & Robertson, Druggists.
Smith Drug & Book Store, Druggists.
Seigrist & Williams, Druggists.
R. L. Meredith, Pres. Meredith Business College.
E. C. Compton, Editor Coshocton Daily Times.
R. C. Snyder, Editor Coshocton Daily Age.
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Nothing is too good to be true.

◇◇◇

Keep moving. Things move so fast these days that people who say "it can't be done" are frequently interrupted by those who "do it!"

◇◇◇

"Our deeds still travel with us from afar, and what we have been makes us what we are."

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**READ
OUR GUARANTEE
ON INSIDE
FRONT COVER**



Our doubts are traitors and make us lose the good we might win by fearing to attempt

**The Mizer
Sanatorium**

COSHOCKTON
O H I O

atment and Positive Liquor Addictions

work and knowing the immediate influence of certain drugs, have resorted thereto and speedily become victims of the terrible craving. Others who have been unfortunate enough to undergo surgical operations or serious physical sufferings became addicted to the use of drugs in very reasonable, yet sad, manner.

A Word to Physicians

We are anxious to inform the reputable physicians as to our location and provision of an institution that has become essential to the profession and its treatment and cure of this class of diseases. We want to become an accessory to your practice. We have an institution where you are welcome day or night. We extend to the medical profession a cordial invitation to visit us at any time, accept of our hospitality, investigate our treatment, and see the work we are accomplishing in this line.

We humble ourselves as servants and enjoy the prospect of caring for those cases coming to the profession, which need care and treatment of such an in-

Rx. Citrated Caffeine T. T., each..... $\frac{1}{2}$ gr.
Dose—Three or four twice a day.
If weak and exhausted, or nervous headache.

Rx. Asafetida (tablets or pills), each..3 gr.
Dose—One immediately before eating.
To Improve Nerve Centers, prevent gas in
stomach and bowels; backache.

Should there be any doubt as to any part
of these instructions, we will be glad to re-
ceive a letter of inquiry, briefly stating what
the difficulty is, and we will cheerfully give
the best services of which we are capable.

All correspondence will be regarded as
strictly confidential.

THE MANINE MEDICINE COMPANY,
St. Louis, Missouri.

AUG 17 1915

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MANINE

IN

MORPHINISM

AND

NERVOUSNESS

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Morphinism

Morphinism is that diseased condition of the nervous system caused by the use of morphine, laudanum or opium, or some of its derivatives or preparations.

When this diseased condition has become established the drug could not be abruptly discontinued without serious, if not fatal, results. The unfortunate sufferer from this terrible disease is not a criminal or weakling, and is deserving of and should be given the same kindly encouragement, pity, help, treatment and care as would be given in any other disease coming within the range of curative science.

In morphinism there is a disease to treat, not a mere habit or simple vice to palliate. The drug diseased victim is a sick person, and this affliction must be treated along the same lines that any other disease would be treated; the cause which makes the use of the drug a necessity must be removed.

Preliminary Treatment

It is important, before beginning the MANINE treatment, that the liver be thoroughly disgorged; that there be a free flow of bile, so that drug accumulation and waste matter in the system may be eliminated. All during the treatment the patient must have at least one or two very free actions of the bowels every day.

This can be accomplished by a free use of calomel or such liver stimulants and cathartics or purgatives as may be best suited to the case.

Dosage

MANINE is to be given in doses of one teaspoonful four to six times a day, at regular hours, the average dose being a teaspoonful four times a day. Each dose of MANINE must be given in fully one-half glass of either hot or cold water, and may be given one-half hour or more before or after meals, and at such other times as is most convenient to arrange the doses. Don't give the MANINE immediately before

or after eating, but arrange the doses so that at least one-half hour will intervene.

In the average case the dose of MANINE is given as one teaspoonful four times a day, but even in these cases an extra dose of MANINE is given occasionally. In a great many cases a teaspoonful of MANINE, five times daily, is necessary, while in many other cases a teaspoonful six times daily is permissible to meet the requirements of the case, so you will give MANINE with such frequency as in your judgment is necessary to produce best results.

Under ordinary conditions MANINE is well tolerated, but if the functions of the stomach, or other organs of digestion, have been seriously impaired, so that MANINE is not well tolerated, you may add to each dose of MANINE such correctives as Tinct. Gentian, Aromatic Elixir, some liquid form of Pepsin, or such other aromatics or preparations as you find best suited to each individual case.

We cannot conceive of any combination

or preparation which would not be compatible with MANINE, with the possible exception of the iodides, and as MANINE has alterative properties, there should be no occasion for prescribing the iodides in conjunction with MANINE.

Where the continued or prolonged use of the drug has seriously impaired the stomach, it is advisable to begin with smaller doses of MANINE than specified, but the dose can be rapidly increased until the prescribed doses may be tolerated. In some cases better results may be obtained by giving MANINE in doses of one-half teaspoonful every two hours during the day.

We positively guarantee that MANINE does not contain one particle of morphine, laudanum, opium, chloroform, cocaine, coca leaves, alpha or beta eucaine, cannabis indica, chloral hydrate, acetanilide, or any salts, compounds, preparations or derivatives thereof.

Regulation

The case at hand may be one in which a large quantity of the drug is taken at

each dose, and perhaps the patient is taking six or eight doses daily at irregular intervals. In such a case, reduce the number of doses to three doses each twenty-four hours as soon as practical. The first dose of the drug should be given at a regular hour in the morning, the second dose at a regular hour in the middle of the day, the third dose at a regular hour in the evening, and exactly the same amount of the drug should be given at each of the three daily doses, in order to keep the nervous system in perfect balance.

If the patient is accustomed to taking only one or two doses of the drug daily, don't increase the number of doses. If two doses only are being taken, then have the patient take the first dose at a regular hour in the morning, and the second dose at a regular hour in the evening, taking exactly the same amount of the drug at each of the two daily doses. If only one dose is taken daily, it should be taken at a regular hour every day, and in either case the size of the dose should be reduced a little every day or every second, third or fourth day, as con-

dition of patient will permit. *The reduction should be made from day to day and not from dose to dose.*

We always advise against the use of morphine in powder form, for no matter how careful one may be, he will unintentionally administer more of the powdered drug at one dose than at another, and this unevenness of distribution will keep the nerves under a constant strain, naturally causing nervousness and many aches and pains, a condition which may be avoided by using the drug in tablet form and by giving the patient the same amount at each of the daily doses.

Reduction

MANINE does not contain morphine or opium in any form, and as the patient could not suddenly discontinue the use of morphine, laudanum or opium without danger of serious, if not fatal, results, it will be necessary to continue to use some of the accustomed drug for a time, gradually reducing the size of the dose.

Just as fast as the wrecked nerves are be-

ing restored, the wasted tissues replaced with new material, and the various organs of the body are being strengthened, just so fast may the reduction be made.

If the patient is using a large amount of morphine—twenty, thirty, fifty or one hundred grains daily—reduce the amount rapidly to nine grains daily. If twenty grains or more are used daily, the amount should be reduced fully one-half within ten days after patient begins taking MANINE; after reducing the amount one-half, further reduction must be made gradually.

In treating morphinism, or drug addictions, it is necessary that the reduction be made in a gradual and systematic manner, for morphinism is a disease and must be treated as such. Some physicians weigh each of the daily doses of morphine and put it in capsules; others use it in tablet form, while many physicians dispense it in solution, by putting each dose in a two or three-drachm vial. The tablets are preferable, even if put in capsules, or in solution, as they are more accurate and the reduction

can then be made with more certainty.

Many physicians have the drug put up in capsules for each day, and sometimes a little powdered charcoal, chocolate or licorice, or even sugar may be added, for obvious reasons, but the drug may be dispensed in any such manner as will best serve the interests of the patient.

Where the drug is being used hypodermically, it is easier to change the patient to taking the drug by mouth, by dispensing the drug either in capsules or in solution.

Where a large amount of the drug is used, a rapid reduction should be made until the patient is taking three grains at a dose, internally, then the reduction should be made along the lines suggested in the next paragraph.

Have the patient take three grains at each of the daily doses for a day or two, then two and seven-eighths grains at each of the daily doses for a day or two, and continue reducing the size of the dose one-eighth grain or one-sixteenth grain every day or every second, third or fourth day as the system

responds to the healing influence of the treatment.

In cases where a small amount of the drug is being used, the reduction should be made along the same general lines.

There is no restriction as to diet, but we advise against eating heavily of meats and greasy foods. The patient should drink water freely to aid in eliminating the poisonous substances. The use of whisky, wine, beer or any alcoholic stimulant is strictly forbidden.

The reduction must not be made so fast that it will weaken the patient, prevent sleep, or cause suffering, for pain prevents progress. The nerves will not heal or strengthen when the patient is in pain. The reduction must be made only in keeping with the rebuilding process.

The dose of the drug should never be increased at any time, but when a reduction has been made it should be maintained until the patient's condition will justify proceeding with the reduction. Subjective, as well

as objective symptoms, must determine how fast the reduction should be made.

The patient may make rapid progress for a while, and then there may be a period of time when seemingly no progress is being made. Should this condition develop, don't increase or decrease the drug, but continue giving the same amount of the drug, for a few days, until MANINE aids nature in bringing the nerves and various organs of the system up to a point where the patient feels able to proceed with the reduction.

Use of the Hypodermic Syringe

As it is so much easier to eliminate the drug when taken by mouth than where it is injected into the tissues, we urge, where the drug is used hypodermically, that it be administered internally. Sometimes it might appear to be difficult to change from the hypodermic needle to taking the drug internally, but for the sake of progress and the future good of the patient, the hypodermic syringe should be discontinued as quickly as possible.

It may require fully one-half more, taken by mouth, to produce the same stimulating effect that is obtained by using the drug by hypodermic syringe, but we urge that the change be made even if it should require twice as much at first, for quicker and more satisfactory results will be obtained.

When the change is first made, to taking the drug by mouth, it may nauseate the patient a little for a day or two, but this difficulty will soon be overcome.

The continued use of the hypodermic needle produces a habit of itself. The sensation of the needle entering the flesh produces a peculiar nervous condition which is hard to overcome, so, for this reason, we urge that the hypodermic needle be discontinued as soon as possible. In many cases where the drug is being used hypodermically, it is best to continue using the drug in this manner until the amount of drug has been reduced one-half or more.

In changing a patient to using the drug by mouth, be sure to give sufficient at

first to meet the requirements and keep the patient perfectly comfortable. After the patient has become accustomed to taking the drug by mouth, then begin a gradual and systematic reduction.

Use of Opium

Where the patient is using Opium in gum or powdered form, in order that a systematic reduction may be assured, one-fourth grain opium tablets may be used.

If the patient is using a large amount of opium, reduce the amount rapidly until the patient is taking six grains at each of the daily doses, then the reduction should be made one-fourth grain every day or every second, third or fourth day, as condition of patient will permit.

Use of Laudanum

Where this form of opium is used, a rapid reduction should be made until the patient is taking three hundred drops at each of the daily doses, and then the reduction should be made five, ten (or possibly

twenty) drops daily, or every second, third or fourth day.

Use of Paregoric

Paregoric is a preparation of opium which is one-twentieth the opium strength of laudanum. Observe the same general instructions in making the reduction, and this rule applies to all other fluid preparations or products of opium.

Use of Codeine

There are comparatively few cases of the drug "habit" disease where Codeine is the drug employed. The same general instructions in regard to the number of daily doses and the method of reduction as where morphine is used, will apply.

Use of Heroin

As Heroin acts physiologically with three-fold greater effect than does morphine, and owing to its seductive and tenacious character, its treatment presents far greater difficulties. Therefore, whenever possible,

the substitution of morphine for the more powerful drug is advisable.

If the change to morphine is not desirable at the beginning of the treatment, then proceed with the treatment and reduction as in the manner outlined where morphine is used, but the reduction should be made one-twenty fourth of a grain every day or every second, third or fourth day, after it has been reduced to a small amount.

Opium Smoking

The diseased condition of the nervous system, caused by opium smoking, is to be treated along the same lines as the disease produced by the use of morphine, laudanum or other forms of opium. MANINE is to be given in the same manner and frequency as would be prescribed in a case of morphinism. The amount of drug used by smoking must be gradually discontinued by reducing the customary number of pills, just one pill each day or each second or third day, as condition of patient will permit.

The Use of Cocaine

Where the patient is using cocaine in connection with morphine, the cocaine must be discontinued before a reduction of the morphine is undertaken. Within a very few days after beginning the MANINE treatment, the cocaine must be discontinued entirely even if it is necessary to increase the morphine a little. After discontinuance of the cocaine, begin a gradual and systematic reduction of the morphine.

Where cocaine alone is the addiction, we do not offer MANINE as a treatment, and have no suggestions to make in regard to treating this specific addiction, except to give the patient an abundance of good nutritious food, while administering MANINE as a general tonic.

Use of Atropine

There are occasional cases where atropine or sulphate atropia is used in combination with the morphine, and in such cases there should be a rapid elimination or discontinuance of the atropine, as it impairs

the heart and injures the stomach. Atropine always retards the action of the glands of secretion and excretion, and therefore it is important that it be discontinued promptly.

Insomnia

If the patient does not go to sleep readily after retiring, then the last dose of MANINE should be given in a teacupful of very hot water about twenty minutes before the patient retires.

If the patient should wake in the night, be nervous and unable to sleep, give an extra dose of MANINE in a teacupful of very hot water.

Nervous Troubles

MANINE may be employed in the treatment of neuritis, neurasthenia, hysteria, insomnia, and in the various nervous disorders.

In treating nervousness the dose is usually one-half to three-fourths teaspoonful four times a day, but in many cases it may be one-fourth to one-half teaspoonful every two hours.

Stimulants

Strychnine is indicated in most cases of morphinism, especially toward the close of the treatment, and when indicated, one-fortieth or one-thirtieth grain strychnine nitrate may be given, by mouth, immediately after a meal, two or three times daily, as required.

Black Pepper Tea is a valuable stimulant, and is made as follows: Put six teaspoonfuls ground black pepper in coffee or tea pot and add six cups of cold water and bring to a boil. Strain and drink a teacupful early in the morning as a stimulant, drinking it hot. Cream and sugar may be added if desired.

If patient complains of neuralgic or rheumatic pains, a three or five-grain capsule of Aspirin may be given three times a day, at the same time a dose of MANINE is given; suspending and resuming Aspirin to meet indications and to suit the requirements of each individual case.

Prescription Suggestions

Rx. Blue Mass.....1-1/2 gr.
Calomel 1/4 "
Podophyllin Resin..... 3/4 "
Res. Jalap..... 1/4 "
Aloin 1/4 "
Powdered Ipecac..... 1/16 "
Phenolphthalein 1/2 "
Oleoresin Capsicum..... 1/12 "
Dose, 1 or 2.

To make one pill or capsule

For Liver and Bowels (strong).

Rx. Aloin 1/4 gr.
Cascarin 1/8 "
Podophyllin Resin..... 1/8 "
Ext. Belladonna Lvs..... 1/12 "
Powdered Ipecac..... 1/15 "
Phenolphthalein 1/2 "
Dose, 1 or 2.

To make one pill or capsule

For Liver and Bowels (mild).

Rx. Cannabis Indica Ext..... 25 gr.
Arsenic Trioxide..... 2 "
Reduced Iron..... 100 "
Dose—One to three.

To make 100 pills or capsules

For Nervousness and Pains in Extremities.

Rx. Citrated Caffeine T. T., each.....½ gr.
Dose—Three or four twice a day.
If weak and exhausted, or nervous headache.

Rx. Asafetida (tablets or pills), each..3 gr.
Dose—One immediately before eating.
To Improve Nerve Centers, prevent gas in
stomach and bowels; backache.

Should there be any doubt as to any part
of these instructions, we will be glad to re-
ceive a letter of inquiry, briefly stating what
the difficulty is, and we will cheerfully give
the best services of which we are capable.

All correspondence will be regarded as
strictly confidential.

THE MANINE MEDICINE COMPANY,
St. Louis, Missouri.

AUG 17 1915

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MANINE

IN

MORPHINISM

AND

NERVOUSNESS

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XJL 18 MJST-B

FEDERAL ORGANIZATION, INC.
198 Broadway - N. Y. C.

Date.....

Herewith I enclose currency or money order for \$.....
Please ship in sealed wrapper the items I have checked below
(C.O.D. orders require a \$1 deposit.)

- ☐ Special Treatment Number.....@.....\$.....
- ☐ 1 Set of 4 VIBRO appliances @ 1.00
- ☐ 1 Set of 3 BRACE-0 appliances @ 2.00
- ☐ 1 Package VITAMIN "E" PERLES @ 2.00
- ☐ 3 Packages VITAMIN "E" PERLES @ 5.00
- ☐ 1 Package of STAMINA Kel-Pep 2.00
- ☐ 3 Packages of STAMINA KEL-PEP 5.00
- ☐ 1 Package of SPANISH PASSION EXTRACT @ 2.00
- ☐ 3 Pkgs. of SPANISH PASSION EXTRACT 5.00
- ☐ 1 Pkg. DOUBLE STRENGTH SPANISH PASSION EXTRACT @ 3.00
- ☐ 3 Packages DOUBLE STRENGTH " " " 7.00
- ☐ 1 Package KIDNEY HERB TEA @ 2.00
- ☐ 3 Packages KIDNEY HERB TEA 5.00
- ☐ 1 Package K-9 HERB TABS 2.00
- ☐ 3 Packages K-9 HERB TABS 5.00
- ☐ 1 Package AFRICAN JUNGLE TREE 5.00
- ☐ 3 Packages AFRICAN JUNGLE TREE 13.00
- ☐ 1 Package NERV-TONIK @ 2.00
- ☐ 3 Packages NERV-TONIK @ 5.00
- ☐ 1 Pkg. Z. G. HERB PEARLS @ 2.00
- ☐ 1 PROSTO MASSAGER 5.25
- ☐ 1 Package FLORA-LAXAID for Constipation 1.00
- ☐ 1 GIANT DEVELOPER (Vacuum Pump) @ 7.95

Total\$

(Please print or write plainly)

NAME.....

ADDRESS.....

CITY..... STATE.....

We ship all orders the same day received in a plain
sealed wrapper with full Instructions. Every item is
sold with a "money-back guarantee" of satisfaction.

☐ Send your FREE Booklet "VIGOROUS MANHOOD"

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WILLIAM HELD, M. D.
4880 Sheridan Road - Chicago, Ill.

Date

Send postage prepaid, the following IODOHELD products:

ODOHELD - INTRAVENOUS

- ☐ Sealed glass ampules 1½ Cc.....each \$ 1.30
- ☐ Vials containing 10 Cc.....each \$ 8.00
- ☐ Bottles containing 15 Cc.....each \$ 12.00
- ☐ Bottles containing 30 Cc.....each \$ 21.00

The 15 and 30Cc are in glasstoppered, wide-mouthed bottles suitable to withdraw the required dose direct into syringe.

- ☐ ORAL-ODOHELD - Vials of 10 Cceach \$ 1.00
(For gastro-intestinal and gall bladder disorders-By mouth only)

- ☐ Iodoheld - RECTAL SUPPOSITORIES - Box of 5each \$ 1.00
(Adjunct treatment for hemorrhoids, hypertrophy and inflammation of prostate gland)

I enclose ☐ Check ☐ Money Order - to the amount of \$.....in payment of above order.

Name

Street

City State

PRINT it please.

HOSTILE CRITICISM

Prominent physicians have for many years employed Iodoheld in the successful treatment of scores of diseases. Frequently surgical operations were made unnecessary by administration of Iodoheld. Many sufferers have thereby been spared the expense, worry and risks incident to surgery.

Abundant clinical evidence prove that many hundreds of patients have made complete recovery from serious affliction following administration of Iodoheld. Physicians of high standing and extensive experience, master minds in the field of medicine have referred to the Iodized Rare Earth Metal Compound as "a great step forward in chemo-therapy" and "the nearest approach to a universal healing agent".

Notwithstanding these irrefutable facts, a hostile, theorizing criticaster, the dizzard of the american medical profession, with a penchant for clowning evidently motivated by commercial interests appealing only to those who prefer sharp practices, attempted to belittle the practice of treating many diseases by one and the same product.

Physicians versed in medical progress and thinking for themselves appraise the merits of any therapeutic method by ACTUAL RESULTS OBTAINED. They will not be influenced by the antics of hostile critics who arrogate onto themselves the right to condemn without knowledge or investigation.

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FEB 9 1938
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DATE

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No.

174684

The Morley Company

PHILADELPHIA, PENNA.

Name Mr., Mrs. or Miss

Address

Age Occupation

Have you ever had your ears examined by a physician

What did he say was the condition of your ears

What did he say was the cause of your deafness

What do you suppose to be the cause of your deafness

When were the first symptoms noticed

What was their nature

Was deafness sudden or gradual

Any ringing or buzzing in the head or ears

Are these noises constant or intermittent

Do your ears discharge

Do you have an excessive accumulation of ear wax

Do the secretions in the ear appear normal

Do the ears appear absolutely devoid of any secretions (ear wax)

Can you hear better on a train or where there is a noise

Have you any pain or soreness in the ears

Are both ears affected alike

How far from your right ear can you hear a watch tick

How far from your left ear can you hear a watch tick

Have you catarrh of the head or throat

Does a cold affect your hearing

How is your general health

What treatments have you tried for your hearing, and with what result in each case

What ear drums or other devices have you tried, and with what result in each case

Use the other side of this blank for any additional information you think best to give us.

421--10--13--15----Prim.

LOFFLER DR. G. D. -----CHICAGO, ILL.

931 Margate Terrace.

Inquiry at this address reveals that subject is out of town and is now at Spokane, Wash. In his absence his wife declared that he had no connection with "Quaker Specialists" concern.

Not -----October 12, 1915.

time the discharge will cease. In all such cases our Phones can be worn with the best results, as the corrugations which appear in their edges when inserted in the ear provide for the ventilation and drainage so necessary when there is a discharge.

Stop the Progress of Deafness

Deafness is progressive and increases with age, and on account of one's eagerness to hear they are under a constant strain while listening to conversations, public speaking, lectures or sermons. Our Phones relieve this strain and prevent an increase of deafness and bring about a healthy condition of the ears.

Nervous Deafness

is where the auditory nerve's perception is slow and feeble. Nervous deafness is easily distinguished, inasmuch as the person who is deaf will hear without the voice being raised if the words are spoken slowly and the syllables separated, thus giving the nerve filaments time to convey one sound impression before the next is uttered. This form of deafness requires attention and should not be allowed to continue without treatment.

Our Phones will be of great benefit in such cases, as the vibrations which they produce train the weak and feeble nerve to move quickly and convey the sound impressions.

Deafness by Bone Separation

Deaf persons very often hear better in the midst of noise and roaring sounds or when riding in a wagon or car.

This is caused by the separation of the connection between the ossicles (small bones) in the cavity of the tympanum, for instance, the stapes from the incus. Loud sounds, such as we have just mentioned, would force the natural drum inward and thus cause a union of the severed connection in these bones. Our Phones will support the natural drum and cause a perfect connection between these little bones—thus causing immediate and perfect hearing.

Protection to Sensitive Ears

The Morley Invisible Ear Phones are a perfect protection to delicate and sensitive ears and thoroughly shield them from cold, sudden changes of the weather, shocks, concussions and dust in blacksmith shops, boiler shops, saw mills and factories, and concussions from artillery. For this purpose alone they are invaluable, even to those whose hearing is perfect.

Diving and Swimming

A sudden plunge into salt or fresh water often ruptures the natural drum of the ear, and swimming, where water is constantly getting into the ears, has a very detrimental effect on the natural drum. Our Ear Phones are the most perfect device for preventing this, as they are self-adjusting and fit properly and protect the natural drum from the force of the water.

Please remember that the Morley Invisible Ear Phone is different from any device that has been placed upon the market hitherto—which fact our Government has acknowledged by issuing complete Letters Patent. There are a vast number of so-called "Infallible Cures for Deafness," all of which make stupendous claims. But the fact is undeniable that the weight of medical testimony is in favor of an artificial tympanum as the only certain relief for deafness. And, this being admitted, it seems to us that it should not be difficult to decide as to whether one would prefer inserted in his ears an artificial drum as soft and delicate as the natural membrane itself, or a rubber bullet, a metal disk, or other so-called "Ear Drums," that appear to be calculated to destroy rather than aid the hearing. Certain it is that the Morley Invisible Ear Phone cannot harm, if it does not benefit; but how is it possible for others to do aught but harm?

We court the closest comparison and investigation of our Phones, and if you will honestly give them a careful test we have absolutely no doubt as to the results. Price for Complete Morley Outfit for both Ears, \$5.

Address all communications to

THE MORLEY COMPANY
PHILADELPHIA, PA.

THE REASON WHY

The Morley Invisible Ear Phone Restores the Hearing

All medical records show that the ear drum is the essential part of the organ of hearing. It matters not what may be stated as the cause of the deafness—drums punctured, injured, perforated, deadened, thinned, cracked, defective, diseased, weakened, relaxed, sunken or malformed; or whether the ossicles or little bones of hearing have become disorganized or disarranged—it all centres to that one point, the ear drum. The use of an artificial ear drum is as old as the use of castor oil; numbers of prominent physicians constructed ear drums which were of benefit in some cases, but either tired out with the task or satisfied and proud of their incomplete accomplishment, or through inability to further solve the acoustic problem, they stopped with the goal still unattained.

Upon examining the Morley Phone, the first thought is involuntarily a feeling of skepticism that such a very simple thing as it appears to be, can relieve such a terrible affliction as Deafness. And the Morley Invisible Ear Phone is simple—indeed, the very acme of simplicity. Remember that that very simplicity is the result of literally years of patient study and experiment.

We do not believe that any one device or treatment can be suitable for all forms of deafness. Therefore the Morley Invisible Ear Phones are of three different kinds—all made of the same artificial membrane with its wonderful properties, but so formed as to cause a different action on the natural drum. These Phones are of different diameters to conform to the size of the aural opening.

Can I Adjust the Morley Phones?

This is the first question you want answered, and we say, YES! POSITIVELY YES! Even a child ten years of age can adjust them. If you were told to place a small piece of cotton in the ear you would not stop a minute to study how to put it in or take it out—well, the Morley Phone does not require any more skill to insert or withdraw, and it is a thousand times more comfortable, and in absolute harmony with the membranes of the ear.

Can It Get Lost in the Ear?

No! There is no place for it to get lost—the external channel of the ear is very much like a bottle about an inch in length—at which point it is completely closed by a partition, which is called the natural drum.

The following paragraphs state very briefly the results our Phones are daily giving in some of the various forms of deafness, and “the reason why” they have been so successful.

Catarrhal Deafness

Relaxed or Sunken Drums

are caused by Catarrh of the Eustachian tubes. This catarrh is of two kinds, viz.:

1. That wherein the Eustachian tubes become clogged with mucus, causing a thickened, relaxed or sunken condition of the natural drum. The Eustachian tubes become closed, thereby causing pressure in the tympanic cavity—~~and~~ imperfect bone connection.

To overcome this condition it is first necessary to relieve the natural drum from strain—our Phones will relieve by taking the pressure off the natural drum and restoring perfect bone connection.

The next important step is to open up the Eustachian tube—our Phones will cause and maintain an even temperature of the ear and gradually the mucus in the Eustachian tubes will pass off through the opening in the throat. Immediately upon the opening of the Eustachian tubes the air will fill up the tympanic cavity, and thus force the drum into its natural position; thus the drum is again restored to its proper elasticity, and by the aid

and support produced by our Phones, will be able to move the hammer bone rapidly enough to convey distinct sound impressions. The constant use of the Phones thereafter will protect the sensitive ear from the sudden changes and inclemency of the weather, and maintain an even temperature of the middle ear, thereby preventing further colds and causing it to heal.

Thickened Drums

are sometimes caused by the above form of catarrh, but are more often the result of the second form of catarrh, viz.:

Dry Catarrh

In this the natural drums and channels become very dry and no natural wax is secreted. The natural drum becomes deadened, hardened and scaly—loses its elasticity and cannot vibrate with the sound waves—this makes the bone connections rigid and locked and therefore prevents the movement of the hammer bone (the first bonelet of the chain of ossicles leading to the auditory nerve), thus preventing the proper conveyance of sound impressions.

To overcome this condition it is first necessary to overcome the dried and deadened condition of the drum and restore it to its natural soft and elastic condition. Our Phones are especially made for this condition—they promote the healthy secretions—restore the natural drum to its soft, healthy, moist and elastic condition, thoroughly support the natural drum and prevent relaxation.

As the natural secretions form, the dead scales will adhere to the Phone, and from time to time as it is withdrawn these scales are removed, exposing the new and healthy membrane, and thus the natural drum is softened and brought to its normal condition, causing it to vibrate freely—the result being good hearing.

Head Noises

One of the most common, and yet most distressing and annoying symptoms which accompany deafness and diseases of the ear, is noises in the ears such as roaring, buzzing, hissing and ringing sounds. This condition interferes seriously with the power of hearing; but when the noises are stopped the hearing is much better.

The Morley Ear Phone has, in a great majority of cases, been very successful in bringing about *entire* relief from these distressing noises—sometimes immediately upon the insertion of the Phones, in other cases after the Phones have become adjusted to the ear, and perfect contact and support have been established.

Ruptured, Punctured or Partially Destroyed Drums

usually come from quinsy, colds, catarrh, scarlet, typhoid, spinal and brain fevers, measles, whooping cough, gatherings in the ear, small-pox, diphtheria, scrofula, impacted wax, dryness of the ears, old age, etc., also from shocks and concussions from artillery or sea bathing, working in places like boiler and blacksmith shops, factories and saw mills, where there is much dust, hammering and buzzing of machinery; together with many other afflictions which rupture, impair or disorganize the natural ear drum and displace or disturb the ossicles.

Medicine or medical skill will never be of any benefit in such cases—and the Morley Invisible Ear Phone is the only device in the world that has overcome these forms of deafness to the entire and absolute satisfaction of those using them.

Drums Wholly Destroyed

Where the natural drums have been wholly destroyed our Phones take the place of the same, thereby acting precisely the same as the natural drums. Neither medicine nor medical skill will ever help cases of this kind. Our Phones are indispensable.

Discharge from Ears

In many cases where the drums have been destroyed their is a continual discharge from the ears, as they are in a diseased condition and very susceptible to cold. With the ears exposed the disease becomes more aggravated and the hearing gradually worse. In such cases our Phones are a thorough protection to the sensitive ear, and in

DATE _____ INFORMATION BLANK No. _____

INFORMATION BLANK

The Morley Company
PHILADELPHIA, PENNA.

Name Mr., Mrs. or Miss

Address

Age _____ Occupation _____

Have you ever had your ears examined by a physician _____

What did he say was the condition of your ears.....

What did he say was the cause of your deafness

What do **you** suppose to be the cause of your deafness

When were the first symptoms noticed

What was their nature.....

Was deafness sudden or gradual

Any ringing or buzzing in the head or ears

Are these noises constant or intermittent

Do your ears discharge _____

Do you have an excessive accumulation of ear wax _____

Do the secretions in the ear appear normal _____

Do the ears appear absolutely devoid of any secretions (ear wax) _____

Can you hear better on a train or where there is a noise

Have you any pain or soreness in the ears.

Are both ears affected alike

How far from your right ear can you hear a watch tick

How far from your left ear can you hear a watch tick

Have you catarrh of the head or throat.....

Does a cold affect your hearing.....

How is your general health.....

What treatments have you tried for your hearing, and with what result in each case?

What ear drums or other devices have you tried, and with what result in each case

Use the other side of this blank for any additional information you think best to give us.

THE MORLEY COMPANY, INCORPORATED
PHILADELPHIA, PA.

If you will favor us, by filling in this sheet with the names of people whom you know to be deaf or hard of hearing, we will take pleasure in sending them information with regard to the Morley Invisible Ear Phones.

YOUR NAME WILL NOT BE MENTIONED.

[illegible]

1215-

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No. _____

The Morley Company

PHILADELPHIA, PENNA.

Date _____

Gentlemen:

Inclosed herewith please find _____ for

Five Dollars for which please send by mail, postpaid, one complete "MORLEY EAR PHONE
OUTFIT."

Name, Mr., Mrs., or Miss _____

Street or P. O. Box _____

City _____

County _____

State _____

N. B.—If the phones are ordered by you for some other person kindly write
their name and address below.

THE REASON WHY

The Morley Invisible Ear Phone Restores the Hearing

All medical records show that the ear drum is the essential part of the organ of hearing. It matters not what may be stated as the cause of the deafness—drums punctured, injured, perforated, deadened, thinned, cracked, defective, diseased, weakened, relaxed, sunken or malformed; or whether the ossicles or little bones of hearing have become disorganized or disarranged—it all centres to that one point, the ear drum. The use of an artificial ear drum is as old as the use of castor oil; numbers of prominent physicians constructed ear drums which were of benefit in some cases, but either tired out with the task or satisfied and proud of their incomplete accomplishment, or through inability to further solve the acoustic problem, they stopped with the goal still unattained.

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The Morley Invisible Ear Phones are a perfect protection to delicate and sensitive ears and thoroughly shield them from cold, sudden changes of the weather, shocks, concussions and dust in blacksmith shops, boiler shops, saw mills and factories, and concussions from artillery. For this purpose alone they are invaluable, even to those whose hearing is perfect.

Diving and Swimming

A sudden plunge into salt or fresh water often ruptures the natural drum of the ear, and swimming, where water is constantly getting into the ears, has a very detrimental effect on the natural drum. Our Ear Phones are the most perfect device for preventing this, as they are self-adjusting and fit properly and protect the natural drum from the force of the water.

Please remember that the Morley Invisible Ear Phone is different from any device that has been placed upon the market hitherto—which fact our Government has acknowledged by issuing complete Letters Patent. There are a vast number of so-called "Infallible Cures for Deafness," all of which make stupendous claims. But the fact is undeniable that the weight of medical testimony is in favor of an artificial tympanum as the only certain relief for deafness. And, this being admitted, it seems to us that it should not be difficult to decide as to whether one would prefer inserted in his ears an artificial drum as soft and delicate as the natural membrane itself, or a rubber bullet, a metal disk, or other so-called "Ear Drums," that appear to be calculated to destroy rather than aid the hearing. Certain it is that the Morley Invisible Ear Phone cannot harm, if it does not benefit; but how is it possible for others to do aught but harm?

We court the closest comparison and investigation of our Phones, and if you will honestly give them a careful test we have absolutely no doubt as to the results. Price for Complete Morley Outfit for both Ears, \$5.

Adress all communications to

THE MORLEY COMPANY PHILADELPHIA, PA.

time the discharge will cease. In all such cases our Phones can be worn with the best results, as the corrugations which appear in their edges when inserted in the ear provide for the ventilation and drainage so necessary when there is a discharge.

Stop the Progress of Deafness

Deafness is progressive and increases with age, and on account of one's eagerness to hear they are under a constant strain while listening to conversations, public speaking, lectures or sermons. Our Phones relieve this strain and prevent an increase of deafness and bring about a healthy condition of the ears.

Nervous Deafness

is where the auditory nerve's perception is slow and feeble. Nervous deafness is easily distinguished, inasmuch as the person who is deaf will hear without the voice being raised if the words are spoken slowly and the syllables separated, thus giving the nerve filaments time to convey one sound impression before the next is uttered. This form of deafness requires attention and should not be allowed to continue without treatment.

Our Phones will be of great benefit in such cases, as the vibrations which they produce train the weak and feeble nerve to move quickly and convey the sound impressions.

Deafness by Bone Separation

Deaf persons very often hear better in the midst of noise and roaring sounds or when riding in a wagon or car.

This is caused by the separation of the connection between the occula auditus (small bones) in the cavity of the tympanum, for instance, the stapes from the incus. Loud sounds, such as we have just mentioned, would force the natural drum inward and thus cause a union of the severed connection in these bones. Our Phones will support the natural drum and cause a perfect connection between these little bones—thus causing immediate and perfect hearing.

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THE REASON WHY

The Morley Invisible Ear Phone Restores the Hearing

All medical records show that the ear drum is the essential part of the organ of hearing. It matters not what may be stated as the cause of the deafness—drums punctured, injured, perforated, deadened, thinned, cracked, defective, diseased, weakened, relaxed, sunken or malformed; or whether the ossicles or little bones of hearing have become disorganized or disarranged—it all centres to that one point, the ear drum. The use of an artificial ear drum is as old as the use of castor oil; numbers of prominent physicians constructed ear drums which were of benefit in some cases, but either tired out with the task or satisfied and proud of their incomplete accomplishment, or through inability to further solve the acoustic problem, they stopped with the goal still unattained.

Upon examining the Morley Phone, the first thought is involuntarily a feeling of skepticism that such a very simple thing as it appears to be, can relieve such a terrible affliction as Deafness. And the Morley Invisible Ear Phone is simple—indeed, the very acme of simplicity—but remember that that very simplicity is the result of literally years of patient study and experiment.

We do not believe that any one device or treatment can be suitable for all forms of deafness. Therefore the Morley Invisible Ear Phones are of three different kinds—all made of the same artificial membrane with its wonderful properties, but so formed as to cause a different action on the natural drum. These Phones are of different diameters to conform to the size of the aural opening.

The Morley Ear Phone has, in a great majority of cases, been very successful in bringing about *entire* relief from these distressing noises—sometimes immediately upon the insertion of the Phones, in other cases after the Phones have become adjusted to the ear, and perfect contact and support have been established.

Ruptured, Punctured or Partially Destroyed Drums

usually come from quinsy, colds, catarrh, scarlet, typhoid, spinal and brain fevers, measles, whooping cough, gatherings in the ear, small-pox, diphtheria, scrofula, impacted wax, dryness of the ears, old age, etc., also from shocks and concussions from artillery or sea bathing, working in places like boiler and blacksmith shops, factories and saw mills, where there is much dust, hammering and buzzing of machinery; together with many other afflictions which rupture, impair or disorganize the natural ear drum and displace or disturb the ossicles.

Medicine or medical skill will never be of any benefit in such cases—and the Morley Invisible Ear Phone is the only device in the world that has overcome these forms of deafness to the entire and absolute satisfaction of those using them.

Drums Wholly Destroyed

Where the natural drums have been wholly destroyed our Phones take the place of the same, thereby acting precisely the same as the natural drums. Neither medicine nor medical skill will ever help cases of this kind. Our Phones are indispensable.

Discharge from Ears

In many cases where the drums have been destroyed their is a continual discharge from the ears, as they are in a diseased condition and very susceptible to cold. With the ears exposed the disease becomes more aggravated and the hearing gradually worse. In such cases our Phones are a thorough protection to the sensitive ear, and in

and support produced by our Phones, will be able to move the hammer bone rapidly enough to convey distinct sound impressions. The constant use of the Phones thereafter will protect the sensitive ear from the sudden changes and inclemency of the weather, and maintain an even temperature of the middle ear, thereby preventing further colds and causing it to heal.

Thickened Drums

are sometimes caused by the above form of catarrh, but are more often the result of the second form of catarrh, viz.:

Dry Catarrh

In this the natural drums and channels become very dry and no natural wax is secreted. The natural drum becomes deadened, hardened and scaly—loses its elasticity and cannot vibrate with the sound waves—this makes the bone connections rigid and locked and therefore prevents the movement of the hammer bone (the first bonelet of the chain of ossicles leading to the auditory nerve), thus preventing the proper conveyance of sound impressions.

To overcome this condition it is first necessary to overcome the dried and deadened condition of the drum and restore it to its natural soft and elastic condition. Our Phones are especially made for this condition—they promote the healthy secretions—restore the natural drum to its soft, healthy, moist and elastic condition, thoroughly support the natural drum and prevent relaxation.

As the natural secretions form, the dead scales will adhere to the Phone, and from time to time as it is withdrawn these scales are removed, exposing the new and healthy membrane, and thus the natural drum is softened and brought to its normal condition, causing it to vibrate freely—the result being good hearing.

Head Noises

One of the most common, and yet most distressing and annoying symptoms which accompany deafness and diseases of the ear, is noises in the ears such as roaring, buzzing, hissing and ringing sounds. This condition interferes seriously with the power of hearing; but when the noises are stopped the hearing is much better.

Can I Adjust the Morley Phones?

This is the first question you want answered, and we say, YES! POSITIVELY YES! Even a child ten years of age can adjust them. If you were told to place a small piece of cotton in the ear you would not stop a minute to study how to put it in or take it out—well, the Morley Phone does not require any more skill to insert or withdraw, and it is a thousand times more comfortable, and in absolute harmony with the membranes of the ear.

Can It Get Lost in the Ear?

No! There is no place for it to get lost—the external channel of the ear is very much like a bottle about an inch in length—at which point it is completely closed by a partition, which is called the natural drum.

The following paragraphs state very briefly the results our Phones are daily giving in some of the various forms of deafness, and “the reason why” they have been so successful.

Catarrhal Deafness

Relaxed or Sunken Drums

are caused by Catarrh of the Eustachian tubes. This catarrh is of two kinds, viz.:

1. That wherein the Eustachian tubes become clogged with mucus, causing a thickened, relaxed or sunken condition of the natural drum. The Eustachian tubes become closed, thereby causing pressure in the tympanic cavity—and imperfect bone connection.

To overcome this condition it is first necessary to relieve the natural drum from strain—our Phones will relieve by taking the pressure off the natural drum and restoring perfect bone connection.

The next important step is to open up the Eustachian tube—our Phones will cause and maintain an even temperature of the ear and gradually the mucus in the Eustachian tubes will pass off through the opening in the throat. Immediately upon the opening of the Eustachian tubes the air will fill up the tympanic cavity, and thus force the drum into its natural position; thus the drum is again restored to its proper elasticity, and by the aid

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DOCTORS AND DENTISTS ENDORSE SENDOL

Have prescribed Sendol tablets and also am using them myself. Have found them very efficient.—Dr. G. W. L., M.D.

I find I cannot get along without these wonderful Sendol tablets for pain. They give quick, easy results without any effect on the human organs. I find Sendol cannot be beat as a reliever of pain in all cases.—Dr. L. N. P.

Have been using and recommending Sendol tablets in my practice and to my patients with gratifying results. Would like a few for my kit to give for relief until prescription can be filled.—Dr. J. C. H., Osteopathic Physician.

They (Sendol tablets) are certainly a wonderful tablet. I give nervous patients one just before entering the chair, and they certainly work wonderful.—Dr. D. L. W., Dentist.

Please mail me a professional bottle of Sendol tablets. I use Sendol in all my office cases and as a nerve sedative.—Dr. J. T. W., Dentist.

Have been using Sendol tablets for relieving after-pain from extractions for nearly two years and find they are the best on the market.—Dr. P. W. E., Dentist.

Have been using your tablets and prescribing. Have been using some myself. Like them very much.—Dr. G. W. L., Physician and Surgeon.

Received your Sendol and have tested and find it does all you claim for it and more too.—Dr. T. A. P. (per Dr. L. N.)

I recommend Sendol most every day and dispense it as well. My patients, many of them, are afraid of aspirin, but after 1 or 2 Sendols are convinced of its satisfying effect.—Dr. E. J. B., Dentist.

Have always suggested Sendol instead of aspirin and think it very superior.—Dr. L. J. B., Dentist.

Read This Letter From a Former Missouri Dentist

Dr. I. A. Roberts, retired dentist, Long Lane, Missouri, writes as follows:

"I am a retired dentist and on account of age and health moved to our farm here in the Ozarks. Nearly two years ago I became afflicted with rheumatism, and for more than a year I used SENDOL constantly to relieve pain. I could not have carried on my farm work daytime, nor rested nights, had it not been for SENDOL. I have taken over 1,000 SENDOL tablets in a little over a year, without any seeming ill effect whatever. In fact, my heart action has improved, for when I began taking SENDOL it was skipping beats, but for some time now it has been functioning perfectly. I certainly appreciate this wonderful medicine, and do not want to be without it."

Sincerely,

(Signed) I. A. Roberts (D.D.S.),
Long Lane, Mo.

SENDOL IS ECONOMICAL
FOR SALE AT ALL DRUG STORES
\$1.00, 35c AND 20c PACKAGES

UNITED STATES DISPENSATORY

says that Aspirin may weaken the heart; also that Acetanilid is habit-forming and may weaken the heart. Be safe with

Sendol
NON-HABIT FORMING

Sendol is a modern, scientific preparation, developed through the co-operation of doctors, dentists and chemists to avoid the harmful effects of Aspirin and Acetanilid.

READ

what doctors, dentists and many users say concerning the superior merits of SENDOL.

Users Praise SENDOL For Quick, Safe Relief

I cannot begin to tell you how thankful I am, for I have at last found something to break up a cold for my little son who since 2½ years old (he is almost 10 now) has never had a cold without it turning to asthma before I could get it broken up. Sometimes he'd have two such spells in one month and would be in bed several days each spell, and that would mean sleepless nights for him as well as day, for he couldn't lie down and get his breath. When the epidemic was raging, I was frantic. We had doctored so much in the last 8 years and the doctors all said, "If we could break up his cold right in the start." But we tried so many things without results. So we decided to try SENDOL. At the first sign of a sneeze I gave him SENDOL, and his cold would disappear. He was the last of 35 pupils in his room to get Flu, and he had it so light we could hardly tell he had it. He was up and played every day and had a good appetite, and slept the night through like a log, with hardly a sign of a cold. Thanks to SENDOL a thousand times. We haven't had a doctor with him all winter.—Mrs. —, Manhattan, Kansas.

We sure like SENDOL. I can take SENDOL without ill effects, but cannot take aspirin. Some time ago SENDOL relieved a headache that tablets a doctor gave me would not.—Mrs. E. E. A., Altoona, Kansas.

We think SENDOL cannot be beat. SENDOL doesn't hurt my heart as aspirin does. I have a very bad heart.—Mrs. H. C. P., Pittsburg, Kansas.

I can highly recommend SENDOL for Colds in the head, Neuritis and Sinus trouble, as I have them lots in winter. I just couldn't keep going if I didn't have SENDOL. Just three SENDOL tablets will stop nearly any ache or pain, and they do not affect my heart. I used aspirin lots, but had to quit, as aspirin was too much for my heart, but SENDOL is not. I surely hope anyone who is bothered like I am with Neuritis or Sinus trouble will try SENDOL and get immediate relief. We all think SENDOL is wonderful. — Mrs. L. P., Butler, Mo.

I think SENDOL is wonderful for Colds and Headaches. I used to always take aspirin for headaches, and it would always bother my heart, but all I ever take now is SENDOL. My family, as well as myself, always takes SENDOL at the very beginning of a Cold; therefore, bad colds are very few and far between at our house. I can never say too much for SENDOL.—Mrs. F. W., Chillicothe, Mo.

I find SENDOL is even more than you say it is. I have a weak heart and have been advised by physicians not to take aspirin. I am glad I tried SENDOL, because it does not affect my heart.—Mrs. G. G. B., Muskogee, Oklahoma.

I have been using SENDOL for four months and have found it to be wonderful for Aches, Pains and Colds. I am now 84 years of age and have never found anything that relieved me as SENDOL has. I am glad to recommend SENDOL, because I know from experience that it is a fine medicine and has certainly helped me.—C. T. W., Ada, Okla.

I think SENDOL is fine. I have rheumatism, neuritis and headache. I took four other kinds of medicines until my heart bothered me. SENDOL does not bother my heart.—Mrs. T. N., Springfield, Mo.

My baby, age 7 months, had a severe cold and could not breathe through his nose. I gave him one-fourth of a SENDOL tablet one day at noon and another one-fourth at night, and by morning his cold was practically gone. I surely recommend SENDOL for colds.—Mrs. W. E. F., Tulsa, Okla.

I was never lucky unless it was when I found SENDOL. SENDOL has saved me many hours of intense suffering. Many a night I've suffered all night with a severe headache when SENDOL would have relieved me in a few hours if I had known about them. I tell all my friends how SENDOL helps me.—Mrs. W., Grant City, Mo.

I have gotten more absolute relief for rheumatic pains and colds from SENDOL than anything I ever used.—Mrs. W. N. A., Appleton City, Mo.

Do You Want To Look

OLD

Before Your Time?

Pain Will Draw Deep
Lines in Your Face and
Make You Look Old
When You Are

YOUNG

Headache, Women's Pains, Nervousness and Colds are often due to nerve tension. Pains, aches and colds generally leaves lines in one's face.

going-going-gone



One or Two

SENDOL TABLETS

Quickly Brings Back

Smiling Pep

18957

DUN & BRADSTREET INC



This Report is sent
in answer to your
recent Inquiry

Quick Test Guaranteed

If headaches, women's pains, nervousness and colds make you feel tired, rundown, discouraged and depressed, you should try quick acting Sendol. Sendol by its nerve relaxing action will immediately relieve these conditions. Keep your pleasing smiling appearance. Don't let pains, aches and colds leave lines in your face.

Quick Acting Treatment

If you suffer from these conditions you will probably be delightfully surprised at the quickness and the soothing beneficial action of Sendol. An expression explanatory of many women after using Sendol is: "Two Sendol tablets and in a short time I felt like a Million Dollars." "Sendol sure gives quick wonderful action."

Don't let women's pain and headaches make lines in your face. Get a box of Sendol and keep it handy to quickly relieve these conditions.

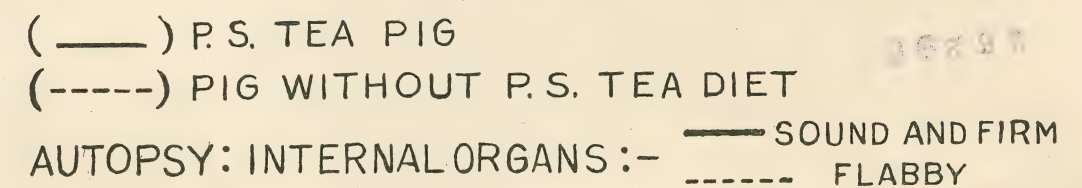
Use Quick Acting SENDOL (free from Habit Forming Drugs) for Safe Relief from PAIN, Headache, Colds, Neuritis, Rheumatism, Lumbago, Women's Pains and Nervousness

Guaranteed Trial Offer

Don't wait. Don't delay. Get Sendol (pronounced Sen-doll) from any druggist. A handy box containing a generous supply can be secured for only twenty cents. (Many state they would not be without Sendol in their home), and if you are not fully satisfied and delighted with the wonderful results from Sendol your druggist is authorized to and will refund your money.

YOUR QUICK SERVICE
DRUG STORE

56296



THE SUGAR GLANDS

WHAT THEY ARE:

The Sugar Glands consist of clusters of little balls, found inside of the Pancreas, which lies underneath and behind the stomach.

Each Sugar Gland is about the size of the head of a small pin, and is anchored fast to the Pancreas by hair-like rootlets. These glands float about in the stream of the Pancreas very much like signal buoys float about in the ocean channels.

Each Sugar Gland is composed of an outer cell wall of osmotic membrane (porous cuticle skin) through which its sugar is conveyed to the blood. These are called Ductless Glands.

In the centre of each gland is a nucleus, much like the yolk of an egg, or the embryo of a seed. Around the nucleus very small cells can be seen, these are called Guard Cells, as they look much like the Guard Cells of Leaf Stomatta.

The rest of the Sugar Gland Cell is made up of Chromatin Granules. They are hook and rod shaped, and very active.

WHAT THEY DO:

Mother Nature must love sugar, as there are more sugar foods than all other kinds combined.

Normal Sugar Glands "metabolize" (change and transform) the sugar foods (known as "carbo-hydrates") into Normal Sugar.

Diabetic Sugar Glands change a part into Normal Sugar, and the rest into Sugar Acids (known as Acetone, Diacetic and Beta Oxybutyric Acids). These acids are commonly called Diabetes Poison.

WHAT USE THEY ARE:

Life itself is directly dependent upon the Sugar Glands. The moment there is no Normal Sugar in the blood, the brain ceases to act, and Coma and Death quickly follow. Normal Sugar makes the Haemoglobin (red coloring matter of the blood) without which nobody has any "PEP."

Diabetes Sugar causes tired feeling, bleary eyes, sore feet, itching, gangrene, nausea, coma, anemia and death.

WHAT HELP PHOTO SYNTHETIC TEA IS:

Authorities on Diabetes say:

- (1) Many people are born with too few Chromatin Granules.
- (2) Modern civilization imposes impossible conditions upon the Sugar Glands.
- (3) Every Diabetic has inferior and inefficient Sugar Glands.

Autopsies made in our investigations clearly show that the flabby organs of Diabetic Guinea Pigs, and the firm and sound condition of healthy Guinea Pigs is caused by their relative difference in Chromatin Granules. We find that every Diabetic Guinea Pig has less than 600 Chromatin Granules to the cubic centimeter, while the healthy, normal Guinea Pig has more than 900 Chromatin Granules.

The Bio-chemical reaction of PHOTO SYNTHETIC TEA makes the Sugar Glands very active, and this reaction greatly increases the number of Chromatin Granules in the Sugar Cells. We have never found Diabetic poison acids (Acetone, Diacetic and Beta Oxybutyric Acids) when the Sugar Gland Cells have a great many Chromatin Granules.

USE THIS ORDER BLANK WHEN ORDERING TREATMENT.

If you know that you have pellagra and do not wish to have treatment delayed, you may send in your order at once—but in that case always fill out symptom blank and return same with this order for treatment.

DR. W. J. McCrARY PELLAGRA AND
HOOK WORM REMEDIES, INC.
CARBON HILL, ALABAMA.

DATE.....191.....

Gentlemen:

I am herewith enclosing Ten Dollars (\$10.00) for which send me at once by parcel post, with charges paid your thirty-day treatment. I am giving you this order with the understanding that you are to return all money I send you with eight per cent interest if I am not cured of pellagra as per your guarantee.

Yours truly,

NAMEPostoffice State

Rural Route No. or Street No.

NOTICE:—It is always best to send postoffice or express money order or bank draft. Currency enclosed in envelope should always be registered at your postoffice to avoid loss through the mails. We ship treatment the day your order is received.

THE PRICE IS TEN DOLLARS FOR FULL THIRTY DAY TREATMENT. CASH MUST ACCOMPANY ORDER.
TREATMENT:—Our treatment for pellagra and hook worm will come to you in a plain cartoon, and always contains a full thirty-day treatment. Our absolute guarantee and full directions accompany every treatment. Treatment consists of a scientific liquid compound and a packet of special medical pellets or pills, the ingredients of which are known only to Dr. W. J. McCrary. The treatment is not unpleasant to take, even for children.

SYMPTOM BLANK

Fill out this blank carefully and mail to Dr. W. J. McCrary. He will diagnose your sickness from your answers to the following questions, and write you. There is no charge for this diagnosis.
Write as plainly as possible.

NameMale or Female?

PostofficeState

Age? Complexion?Married or single?

Have you ever been treated for Pellagra or Hook Worm?By whom?

How long?

Did it help you?

Have you sore mouth or tongue?

Have you stomach trouble?

Have you bowel trouble?

How many times bowels move in 24 hours?

Have you any eruption on your face, neck, back, hands or feet?

How long have you had this skin trouble?

Does it get better or worse in summer?

Does it itch, burn, or skin feel tight?

Is your mind affected?

What is your regular weight?What is it now?

Are you tired or weak?Confined to bed?

Is there any tuberculosis (consumption) in your family?Have you ever had any symptoms of it?

Have you ever had white swelling ulcers on legs, large joints, swelling of the glands of neck or groin?

Are or have you ever been addicted to the morphine, opium, cocaine, whiskey or chloral habit?

Have you any other symptoms or troubles not stated above? Tell them
(Use other side for further symptoms.)

1310

AUG 14 1908

13010

AUG 14 1908

DATE _____ No. _____

INFORMATION BLANK

12-1-2

The Morley Company
PHILADELPHIA, PENNA.

Name Mr., Mrs. or Miss _____

Address _____

Age _____ Occupation _____

Have you ever had your ears examined by a physician _____

What did he say was the condition of your ears _____

What did he say was the cause of your deafness _____

What do you suppose to be the cause of your deafness _____

When were the first symptoms noticed _____

What was their nature _____

Was deafness sudden or gradual _____

Any ringing or buzzing in the head or ears _____

Are these noises constant or intermittent _____

Do your ears discharge _____

Do you have an excessive accumulation of ear wax _____

Do the secretions in the ear appear normal _____

Do the ears appear absolutely devoid of any secretions (ear wax) _____

Can you hear better on a train or where there is a noise _____

Have you any pain or soreness in the ears _____

Are both ears affected alike _____

How far from your right ear can you hear a watch tick _____

How far from your left ear can you hear a watch tick _____

Have you catarrh of the head or throat _____

Does a cold affect your hearing _____

How is your general health _____

What treatments have you tried for your hearing, and with what result in each case _____

What ear drums or other devices have you tried, and with what result in each case _____

Use the other side of this blank for any additional information you think best to give us.

P. P. FERGUSON
PHYSICIAN AND SURGEON
BLYTHEVILLE, ARKANSAS

Dear Doctor:

I am writing you relative to the treatment of Pellagra. You know, Doctor, our text books give us nothing of value, either in the way of etology or treatment.

This insidious disease is spreading through the Southland at an alarming rate.

We have, after much time and research, succeeded in formulating a treatment for this obscure disease which has proven as efficacious as quinine for malaria or Kalii Iodid. for syphilis.

Doctor, no doubt you have at this time, under your care, cases of Pellagra, and if so I would be much pleased to have you fill out the enclosed card, and mail it to the F. W. M. Chemical Company, of this city, who will gladly send you a trial treatment, without cost or obligation on your part.

Doctor, this is an ethical remedy, and it is not sold on the market. On the contrary, it is being placed in the hands of physicians exclusively.

If you will accept this trial treatment, it will gladly be sent, with the hope that you may determine its worth.

Fraternally yours,

P. P. Ferguson, M.D.

U7597

DEC 30 1912 5662

IF YOU MUST TAKE MEDICINE TRY

THE GREAT
ATLAS COMPOUND

THE GREATEST REMEDY ON EARTH FOR
CATARRH, RHEUMATISM, BLOOD, STOMACH,
HEART, LIVER, KIDNEY, BLADDER
AND ALL NERVOUS TROUBLES.

PRICE 50 CENTS A BOX. SAMPLE FREE.

J. MAC DONALD, M. D., BINGHAMTON, N. Y.

DEAR FRIEND:

I feel sure you would also prove a most suitable person to carry on the SALE of this Great Medicine for me in your locality and you will see what a good opportunity I offer you to make a great deal of money. You need not give up other work until you find you cannot attend to both. You will find it very profitable working for me.

ATLAS COMPOUND is the Most Marvelous Success of the Age. Medical Science has yet to produce it's equal. The Medicine speaks for itself. Much is said of it, but more can be said. Mark the success of all who handle it. It is a LUCKY medicine. Take a few doses and notice what a change for the better will come over you. Take the agency for it's sale and you will become more fortunate every day. Everyone who handles it becomes prosperous and happy. It is a MARVEL IN MEDICINE and a Marvelous Money-Maker in the hands of many Agents. Everybody buys it and recommends it to others.

ATLAS COMPOUND is a purely Vegetable preparation and not only the Best Medicine in the World, but the most convenient to carry and pleasant to take. Thousands, yes hundreds of thousands have used it with the most Wonderful Results, all of them praising it and recommending it to others, because they are GRATEFUL for what it has done for them. ATLAS COMPOUND is the CHEAPEST MEDICINE ON EARTH. It contains about four times as many doses as many of the One Dollar liquid remedies and is far ahead of any other medicine on the market in its marvelous power. No doubt you know a great many persons suffering from the diseases ATLAS COMPOUND is recommended for. Tell them about it, let them read my Almanac and they will buy of you.

It is not necessary that you have experience as an agent to sell ATLAS COMPOUND, it sells itself. It is not necessary to have much money to start in business. Just simply send me \$4.00 for a dozen boxes, (or \$9.00 for three dozen) and say you want to be my agent. I will ship the

J. A. BURNETT, M. D.
Physician and Surgeon
Crum Creek, - - - - - Okla.



..... 19

Jeremiah Mac Donald
53 Washington St.
Binghamton, N. Y.

Dear Sir:-

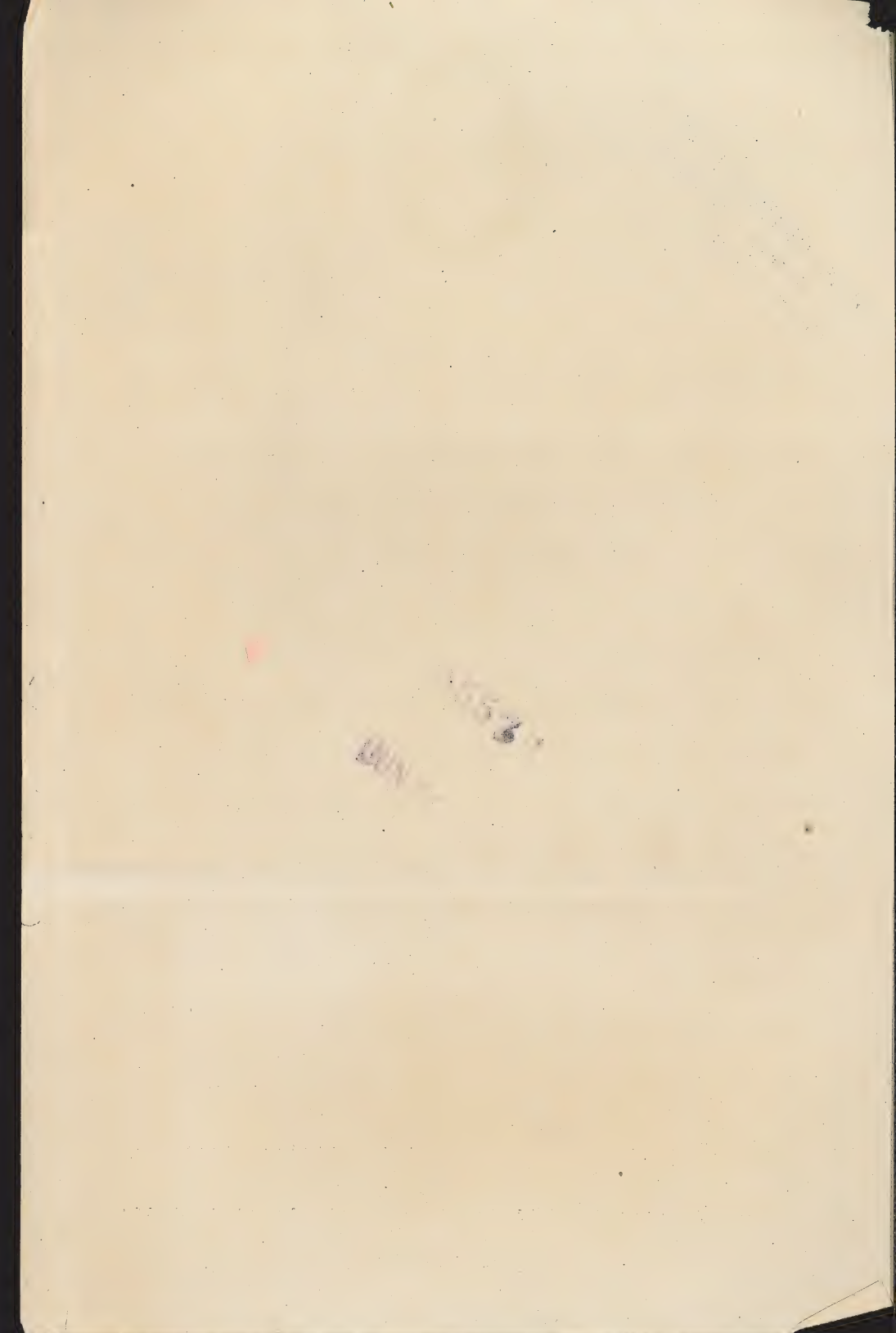
Please send me three of your regular
60c. size boxes of ATLAS COMPOUND.

Enclosed please find Money Order
for \$1.30 in payment.

Please add .06 cents for War Tax.

Name
Street & No.
R. F. D. No.....Box No.
Post Office
CountyState

WRITE PLAINLY.



NORMAL HEIGHTS and WEIGHTS (with clothes) Feet and Inches with Shoes.

W O M E N

AGE	4-8	4-9	4-10	4-11	5-0	5-1	5-2	5-3	5-4	5-5	5-6	5-7	5-8	5-9	5-10
20	106	108	110	112	114	116	119	122	125	128	132	136	140	143	147
22	107	109	111	113	115	117	120	123	126	129	133	137	141	145	149
24	109	111	113	115	117	119	121	124	127	130	134	138	142	146	150
26	110	112	114	116	118	120	122	125	128	131	135	139	143	147	151
28	111	113	115	117	119	121	123	126	130	133	137	141	145	149	153
30	112	114	116	118	120	122	124	127	131	134	138	142	146	150	154
32	113	115	117	119	121	123	125	128	132	136	140	144	148	152	156
34	115	117	119	121	123	125	127	130	134	138	142	146	150	154	158
36	116	118	120	122	124	126	128	131	135	139	143	147	151	155	159
38	117	119	121	123	125	127	130	133	137	141	145	149	153	157	161
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42	120	122	124	126	128	130	133	136	139	143	147	151	155	159	163
44	122	124	126	128	130	132	135	138	141	145	149	153	157	161	165
46	123	125	127	129	131	133	136	139	142	146	150	154	158	162	166
48	124	126	128	130	132	134	137	140	143	147	151	155	159	163	167
50	125	127	129	131	133	135	138	141	144	148	152	156	160	164	168
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25	122	124	126	129	133	137	141	145	149	153	157	162	167
27	124	126	128	131	134	138	142	146	150	154	158	163	169
29	126	128	130	133	136	140	144	148	152	156	160	165	171
31	127	129	131	134	137	141	145	149	153	157	162	167	173
33	127	129	131	134	137	141	145	149	154	159	164	169	175
35	128	130	132	135	138	142	146	150	155	160	165	170	176
37	129	131	133	136	140	144	148	152	157	162	167	172	178
39	130	132	134	137	140	144	148	152	157	162	167	173	179
41	131	133	135	138	141	145	149	153	158	163	168	174	180
43	132	134	136	139	142	146	150	154	159	164	169	175	181
45	133	135	137	140	143	147	151	155	160	165	170	176	182
47	134	136	138	141	144	148	152	156	161	166	171	177	183
49	134	136	138	141	144	148	152	156	161	166	171	177	183
51	135	137	139	142	145	149	153	157	162	167	172	178	184

These weight tables give average weights for persons of medium frame; some allowance must be made for individual. There are persons with slender frame, those with a medium frame; and those with large frames or heavy bones. The figures must be altered slightly to suit the build of the individual.

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The general cry today of a large number of both men and women is "Give us a safe and practical method of weight control — we have tried diet, exercise and thyroid extracts with either no result at all or with a negative reaction — Isn't there something that can be done for us?"

And we have found that there is!

For several years, in fact since 1928, medical clinics and laboratories have been experimenting on a product for control of weight and after a series of tests on animals, have completed those on humans and have now released this data to the general public.

For the most part, reducing products either contain harmful drugs or are combined with dietary measures. Because the average overweight person is not *necessarily* a heavy eater, he or she does not care for a rigid diet — nor should a diet ever be taken except under the expert care of a physician. The body requires food energy and must have a certain amount of calories daily. It is not always what you eat that makes you fat — it is what you do not properly digest

that tends to make up excess tissue and gives you rolls and deposits of fat where you do not want them.

If metabolism is brought to normal, or slightly above normalcy, you should take off weight. Regulating this is the function of WEIGHT CONTROLS.

WEIGHT CONTROLS can be taken by any person in normal health — they are absolutely harmless when the directions are carefully followed. They will produce no toxic condition, cause no unsightly rash — in fact will cause no discomfort or self denial whatever.

While a great many people are and have been taking drugs for reduction very successfully, there are many who have experienced difficulties such as irritating rashes, shortness of breath, increased heart action, deterioration of thyroid gland, etc. None of these reactions result from taking WEIGHT CONTROLS. Whether you are anxious to take off ten — or even a hundred pounds of weight — you can now do so without endangering your health. Take WEIGHT CONTROLS and lose on an average of ten to fifteen pounds monthly (in some cases decidedly more poundage can be lost).

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Because: Many physicians are prescribing and recommending them as a commonsense product —

Because: They are harmless when taken as per instructions —

Because: They are most carefully supervised and packed by competent chemists —

Because: There is no diet or exercise necessary — no changes to be made in your routine living —

Because: They are easily available and economical — a two months supply costing but \$5.00 —

Because: Your money will be refunded if the first box does not show results —

Because: You cannot afford NOT to control your weight and assure yourself of the peace of mind, mental alertness and improved physical appearance WEIGHT CONTROLS enable you to maintain. There have even been rulings against allowing

school teachers who are overweight from active teaching — the theory being that carrying excess tissue has a tendency to slow up mentality —

Because: Overweight causes sluggishness, listlessness — while WEIGHT CONTROLS give a new buoyancy — and invigoration and stimulation almost unbelievable. They will make you feel like a new person.

Order today — one hundred and fifty capsules (easy to swallow) sufficient for a full eight week requirement.

Sent C.O.D. if preferred.

WEIGHT CONTROLS, Inc.

House of Health Building

33 WEST 47th STREET

New York City

Telephone: MEdallion 3-1506

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When once the proper size of the daily dose is determined do not attempt to economize, or break off the use of the treatment by reducing the dose, but when the attacks have entirely ceased to occur and six or more packages have been taken, one dose a week may be omitted.

If six doses a week COMPLETELY PREVENT all attacks, after continuing the omissions for a similar length of time, omit the sixth dose, instead of the seventh.

By thus reducing the dose between omissions, you will eventually be omitting every alternate dose, and you can after a time begin to have two omissions between the doses, and later three omissions etc., thus being able if no reappearance of any symptoms occurs, to cease the use of the treatment achieving, as a few have, a permanent cure.

If during the experiment, a return of the symptoms occurs, recommence the regular dose each day which previously proved sufficient.

If you have "sour" stomach, foul breath (except from bad teeth) or excessive formation of gas in the stomach or bowels, you must use Digestive Powders, which, upon request will be furnished with the capsules.

Ask for advice at any time it will be promptly given without additional cost, and is at times of great advantage.

Under the treatment this is what will usually happen: The drowsiness will wear off in a day or two after commencing one dose a day, though a little dizziness may continue a day or two longer. Seizures will CEASE to occur at once, nervousness will decrease, sleep become normal and refreshing, the complexion will clear up, and the MIND WILL IMPROVE RAPIDLY—(Signed) Thos. G. Maghee M. D., Lander, Wyoming.

These directions are the result of years of careful observations of the hundreds of cases which have come under my personal care, and in order to secure the full benefit which this treatment can afford, patients must carefully exactly and continuously carry them out.

This Rational Method of Treatment for IMMEDIATE and CONTINUOUS RELIEF of EPILEPSY, has in the five years of its use, prevented more suffering for the unfortunate victims of epilepsy, than the entire medical profession has been able to accomplish, during all the centuries which have rolled by since the practice of medicine began.

Under its beneficent influence, mechanics have gone back to their benches, housewives have again taken charge of their households, students resumed their studies, railroad trainmen have been restored to their positions, young persons once more mingle with their associates, enjoying social life and privileges from which they have been debarred by the dreadful affliction.

While assurances of CURES have been received from various cases, and I hope they have occurred, until a major percentage of the patients treated are able to so report, regardless of how fondly I may hope, or firmly believe that permanent Cures may result, I will not feel warranted in making such claim.—Thos. G. Maghee, M. D.

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By Thos. G. Maghee, M. D.

Doctor Maghee's

Method of Treatment

FOR THE

IMMEDIATE AND CONTINUOUS RELIEF OF

EPILEPSY

Maghee Chemical Corporation

Lander, Wyoming



Mahomet was an epileptic. An epileptic seizure caused Napoleon to lose the battle of Waterloo.

What is epilepsy? From an exhaustive investigation of the many and diverse theories, the consensus of opinion seems to be that epilepsy or the epilepsies, as we know them, are the muscular and nervous manifestations of a systematic condition, or conditions at present but little understood.

Treatment one might say has passed through every stage, "from the ridiculous to the sublime." From rabbits foot, dried and powdered bugs, flies and spiders to rattle snake poison, hundreds of drugs, surgical operations upon the spine, the cranium, the abdomen, the various organs of the body, from witch-craft, laying on of hands, to Osteopathic, and Chiropractic manipulations, even to Christian Science.

None resulting in even temporary relief, in fact usually working injury instead, because most of the so-called CURES on the market, contain as an active principle, one or more of the bromides, the deteriorating action of which upon the physical and mental systems, hurries the unfortunates to imbecility, the mad-house and the grave.

Having for nearly fifty years practiced Regular Medicine, as a Surgeon in the Regular Army, as Division Surgeon for the Union Pacific Railway Company, and in large general practice, I was in 1912 selected to open and organize the Wyoming State School for Defectives (Home for Feeble-Minded and Epileptics) at Lander, Wyoming.

Circumstances had drawn my attention to the treatment of epilepsy, from the commencement of my professional life.

Observation has inclined me to feel that every line of treatment regular, or irregular, signally failed of desirable results, and a few months experience in the Institution, so fully confirmed the opinion that, the administration of all the usual remedies for epilepsy was abandoned, only attention to the diet, the condition of the bowels, and other hygienic measures were employed.

All epileptics are habitually constipated consequently auto-intoxication—evidence of intestinal sepsis—exists.

Some eminent investigators, claim that excessive coagulability of the blood obtains just previous to and during seizures and it is apparent that an unusual determination of the blood to the head occurs at that time.

Considering these conditions and the ever present physical suffering and mental depression, often amounting to settled despair in patients, it occurred to me, to endeavor to devise some line of treatment, which while giving these hopeless unfortunates, a measure of relief, from the most distressing features of the disease, would not result in present deterioration, nor subsequent injury.

Believing that at least a partial solution of the problem had been reached five of the greatest sufferers, with the most obdurate types of the disease, varying from ten to thirty years of age, whose seizures had an aggregate average of nearly three hundred a month, Nov. 5th, 1914, they were placed upon the newly formulated line of treatment.

To my intense gratification, the number of seizures so rapidly diminished that, during December there were but fourteen, and in March not a seizure occurred among the entire number.

Perhaps the most surprising result was the rapid return to normal mentality, of those whose minds were originally properly balanced.

Among younger patients whose growth had been much retarded, natural development again commenced.

The nature of the disease is such, that the mere administration of the remedies, will not result satisfactorily, unless the diet, the digestion, and the condition of the bowels is properly regulated.

A copy of the accurate directions to accomplish the purpose, appearing on the ensuing pages, accompanies each package of Treatment and must be carefully observed and faithfully carried out.

Directions for using DR. MAGHEE'S RATIONAL METHOD of TREATMENT for IMMEDIATE and CONTINUOUS RELIEF of EPILEPSY. A treatment containing no Bromides, Opiates, or other narcotics, nor any habit forming drugs.

The usual dose for a patient over twelve years of age is three to four capsules, less than that age one to three capsules.

Take an effective physic, and after it has acted thoroughly, take one dose of capsules, according to age after breakfast, and another dose after supper, each day until quite drowsy indicating that you are fully under the influence of the treatment.

If this effect fails to appear by the third day, increase each dose one capsule at a time until it does.

The dose required to produce drowsiness is of the proper size to continue to use, but ONLY ONE dose a day after drowsiness occurs.

If drowsiness continues more than three or four days, after commencing to use but the one dose a day, decrease the dose one capsule or more.

This, like other medicines, does not affect all persons alike, some requiring larger, or smaller doses than others of the same age.

Should the dose required to produce drowsiness, fail to COMPLETELY CONTROL all seizures give the regular dose at the proper time, adding one capsule to each dose until EVERY symptom ceases to occur.

If the seizures have been mostly at night, the capsules, when taking but one dose a day, are to be taken AFTER BREAKFAST, but if most frequent during the day, are to be taken AFTER SUPPER.

If for any reason a few days have elapsed without the usual dose, in commencing another package, it is not necessary to repeat the two doses each day to again produce drowsiness, the regular one dose each day being sufficient to resume and maintain the influence of the treatment.

Eat NO LEAN meats. Use NO sugar, honey, syrup, nor other sweets.

Drink nothing WHILE eating. Alcoholics must not be used in any form.

Keep the bowels moving very freely at least once a day, besides thoroughly physicing yourself once each week.

Korolax Aids in Weight Reduction

The Korein System is not intended to be a purgative treatment. There is no advice given to dose oneself continuously with salts or other powerful cathartics.

Yet it is desirable that the bowels should move at least twice daily during the period that your obesity is under treatment. The fecal obese matter is eliminated chiefly through the alimentary canal, and every time the bowels act it should mean that a little more of the morbid adiposity has left the body and that you have thereby reduced a little more—to stay reduced. If, therefore, your bowels are not acting twice daily it is advisable to rely upon KOROLAX for a time until the functions have been trained so that this aid is no longer needed. Korolax is a pleasant, mild yet very effectual laxative, specially recommended as an aid in speedy and lasting weight reduction when the other rules of Korein System are followed faithfully. Buy KOROLAX (25 cents) at the druggist's or send 25 cents for one box, or \$1.25 for six boxes, which will come to you postpaid. Address:

KOREIN COMPANY, Inc., Station F, NEW YORK, N. Y.

JOSEPH J. McCaskey
100 West 42nd Street
New York 18, N.Y.

"McCaskey's Prescription Tablets", we are informed, contain potassium chloride, dextrose, starch and dextrin. No quantities are given except dextrin, of which there is said to be 1/50 a grain to a tablet.

The McCaskey product is like most of the "obesity cures" that do not depend for their action on any strong purgatives or thyroid - that is, the joker lies in the requirements that go with the use of the product. If one were to follow the McCaskey instructions for the reduction of weight - active massage, active dehydration by cutting down the amount of fluid intake and also abstaining from salt (sodium chloride), a marked reduction in the amount of food taken, particularly of certain foods that are known to be fat-producing - as we said, the obese follow these instructions, then McCaskey's Tablets could be thrown in the ash-can and just as good results obtained.

Although we have only recently heard of "Marrilis" and do not know what it contains, we can tell you that, so far as we know, science has developed nothing that can be applied externally to have any effect worth speaking of in taking off weight. In fact, it is practically impossible to reduce any part of the body except as one reduces the weight of the entire body.

There have been many "melting creams", "bath salts", "reducing soaps", etc., advertised to the public, and such of these as the Post Office Department at Washington has investigated, it has declared fraudulent and debarred from the mails.

Very truly yours,

AMERICAN MEDICAL ASSOCIATION

Bureau of Investigation.

BOH:JW
Enc. Brough article

Dr. J. P. Marrilis
(Marrilis)

Part of letter Aug. 7,
1933 to Margaret McKnight
original filed under
"Obesity Cures".

Date.....191....
KOREIN COMPANY, Inc.,
Station F,
New York, N. Y.

Please mail me a copy of your little book "Reduce Weight Happily." My present weight is.....pounds and I wish to reduce to.....pounds. Send the book in an envelope without any advertisement of yours on the outside.

Name.....

Full Postal Address.....

28/23/28 to
Mrs. M. Blume

Reprinted from
The Journal of The Michigan State Medical Society
October, 1927
F. C. Warnshuis, Editor, Grand Rapids.

See Review in A. M. A. Journal, Nov. 19, page 1814

THE THERAPEUTIC VALUE OF HILL
GROWN GRAPEFRUIT*

E. C. TAYLOR, M. D.
R. H. ALTER, M. D.
JACKSON, MICHIGAN

The efficiency of citrus fruits, particularly grapefruit, as a medicinal agent, has been known for several years to the profession of Florida, especially to those doctors located in the central part—or ridge section of the state—where the highest quality fruit is grown. In the last four winters which I have spent in Florida I have heard much of this, but gave little heed to it. Two years ago I heard discussions about the wonderful results obtained in diabetic conditions, arterial hypertension, etc., especially the former, by the free use of grapefruit grown on the hills of Lake County. I was still skeptical and advised analysis of the grapefruit grown in different sections of the state in the laboratories of Johns Hopkins, the University of Chicago, or the University of Michigan, to determine what element—was present which might produce the results claimed. I pointed out that, if such results were obtained, an effort could be made to secure thorough investigation and possible approval of the profession, but that the greatest caution should be exercised in using any general public advertising or propaganda in the meantime.

mous doses of soda bicarb he got a sugar negative urine but could not hold it. He started the grapefruit about April 1 last, using six daily. In three days he was sugar free and has continued so every day up to August 18, when he last called upon me. He began cutting down on the grapefruit after the first month, and he tells me that for the last month he has taken only a half of one daily, with his breakfast, and his general health has continued to improve.

We do not claim that this treatment will act as promptly as insulin in cases of threatened coma from greatly excess sugar, because it cannot be given hypodermically, but after the grapefruit treatment is well started it has proved to us almost beyond doubt that no such condition will arise unless invited by the patient.

Our results in arterial hypertension in about the same number as the diabetic cases have proved even more satisfactory. In every case where well defined arteriosclerosis did not exist we got a great reduction in blood pressure, in some cases as much as 80 points. Forty and 50 points were common, and up to this time there has been no recurrence. The improvement in assimilation in all of these conditions has been beyond belief.

When I reached Florida about January 1 of this year, I found that an effort had been made to follow out my suggestions, but the whole matter had been badly bungled and no reports of any kind had been made. I was staying at the Hotel Floridan at Howey-in-the-Hills, where the greatest citrus fruit development in the world exists. The W. J. Howey Co. was so much in earnest about going to the bottom of the question in an ethical way that they had established a laboratory and small clinic which had been for a year or more in charge of Dr. Emile Roy, a thoroughly ethical physician formerly of Tulsa, Okla., a good laboratory man, scientific by nature and practice.

Dr. Roy himself had come to Howey-in-the-Hills three or four years previously, an advanced and hopeless diabetic, covered with boils and abscesses. All modern treatment (and diet) including Insulin had been thoroughly tried, to no purpose, but having discovered a short time before in his practice that cases of persistent vomiting from disturbed metabolic conditions were instantly relieved by grapefruit juice, he decided to try it in his own case. The result was that after six months of intensive use of grapefruit grown in the Hills he had gained sixty pounds in weight, all gangrenous abscesses had healed, and all sugar had disappeared months before. His health has been good up to the present time: he contemplates returning to his practice. Whatever there is in this discovery belongs to Dr. Roy, who has enlarged upon his investigations until he has a very large number of clinical cases with positive and most gratifying results.

Dr. Roy makes the convincing statement that every case of diabetes and glycosuria,

where no degeneration of the pancreas has taken place or no cerebral pressure from brain growth exists, will become sugar free in a few days under the usual anti-diabetic diet and six grapefruit daily, grown in proper soil conditions on the hills. In addition he says:

Replying to your request of yesterday, it would be a hard, long, and tedious labor to give you all the data relating to my clinical work with the grapefruit. Principally would it be out of the question to write a monograph now on the wonderful merits of the highland grapefruit in such conditions as hypertension (high blood pressure) and diabetes, for the good and simple reason that my investigations are not completed and therefore have not been submitted to any reliable body of medical men. However, the preliminary report of the work is in the hands of the American Medical Association. To give the details of what I have done and what remains to do would be dry reading for the lay mind, but the following no doubt will interest you and your friends.

So far as I know, up to this time I am the only one that has done any scientific and systematic medical work with the grapefruit as a therapeutic agent, and the only one in possession of the active principal contained in it or developed in the process of metabolism, and of its physiologic and therapeutic properties. Even the Bureau of Chemistry of the Department of Agriculture at Washington has not done anything further than the determination of soluble solids, sugar, and acid.

My investigation and analysis have proved to me long since that the acid contained in the strawberry, red raspberry, pineapple, and even some grapes, is the readily oxidized citric acid of the citrus fruits, but never have I been able to get with the above fruits the results I obtained with the orange and more so with the grapefruit, to the point of controlling with the grapefruit an acid cystitis in a very short time.

As you know, high blood pressure is not a disease, but a symptom of disease, and often an effort of nature to obtain a balance or harmony in the working of the different organs. For instance, in old people with arterio-sclerosis, if it was not for the high blood pressure to force the blood to remote parts of the extremities, a gan-

grene would result, etc. Hence to depend only on the highly designed mathematic instruments of today, and neglect the incomparable clinical experience might prove disastrous.

Without going any further into this, let me make the statement now, that unless the high blood pressure is due to a destructive organic lesion, grapefruit will restore a normal condition in the blood flow and an equilibrium in metabolism. The same holds true in glycosuria.

If you bear in mind my own case and the reports you have received from your friends, it all substantiates what I claim.

I have very much to do yet, and much that I cannot do at the present time, before I can commit myself in toto. Now, as last year and before, I stand back of the statements, written and verbal, which I made that our grapefruit possesses potential value in the treatment of disease due to faulty metabolism, which is not to be found in anything else.

The fruit diet and fruit fast that I am preaching and practicing bring incomparable benefits, and you may be sure without any contradiction by those who know as I do, that nature has given us in the Hills a grapefruit which has restored me and scores of my patients to a former good health.

With personal regards,

Yours sincerely,

EMILE ROY, M. D.

Dr. M. M. Hannum of Eustis, Fla., has also had considerable experience in his practice with the hill grown grapefruit. Dr. Hannum is one of the most prominent and conservative men in central Florida. I have had two conferences with him on this subject and the following is his statement:

Eustis, Florida,
January 10, 1927.

Eustis Hospital,
M. M. Hannum, M. D.

I began to use Howey-in-the-Hills grapefruit in the treatment of diabetes about April 10, 1925. Up to date I have treated nine cases of diabetes with most satisfactory results. I put these nine cases on a strict grapefruit diet until the sugar was negative, taking diet similar to Joslin's, of

course keeping them on grapefruit all the while. These cases varied as to sugar content, age, general physical condition, etc., but everyone cleared up in from two to three days and remained clear so long as I had grapefruit to use.

I want to impress upon you that grapefruit from the lowlands will not produce these results and the only kind that will, in my opinion, is that grown at Howey-in-the-Hills. I judge that fruit grown on the same soil as that at Howey will give the same results, but I have not found it.

I find that Howey grapefruit will clear the system of sugar much quicker than insulin will, and it is more simple and more pleasant.

I have only treated two cases of "simple high blood pressure" with grapefruit. Several of my cases of diabetes have high blood pressure and I am pleased to report that these high blood pressures were reduced from ten to thirty points.

One case of simple hypertension of 200 gradually came down to 158, and the patient is feeling much better in every way. The other case had a pressure of 196 and was reduced to 170 in ten days, but he had to go north and I have no further record of him.

My experience with grapefruit in the treatment of diabetes leads me to believe that we have discovered something which will prove to be much better than insulin in every way.

I just had a letter from a man in Salem, Mass., asking me to send him a box of grapefruit from Howey-in-the-Hills. He is a patient of Dr. Harry Phippen and reports great improvement after using grapefruit.

Yours very truly,

M. M. HANNUM.

Again on February 24, Dr. Hannum gave me clinical reports on several additional cases that came under his care after the above statement, with only one failure, and in that case, a very chronic one, the sugar disappeared rapidly, but an ascending pyelitis developed with pus and albumin, and the grapefruit was discontinued for a time.

Perhaps Dr. W. A. MacKenzie of Leesburg, Florida, was the very first medical man to use grapefruit extensively in his

practice. Dr. MacKenzie is now retired, but still retains the reputation of being Florida's best known and most conspicuous physician, and is now one of the most prominent candidates for the next governor of his state. After a long consultation with him, he gave me permission to tell of his experience, which was as follows:

In October, 1918, he was in Washington under service to the War Department when the influenza epidemic broke out. In the south the death rate was unusually high. He hastened home to Leesburg, and was appalled at the conditions he found. After talking over the treatment then in use with the local doctors, he decided that a radical change was necessary, and, appreciating the importance of establishing an alkaline media in the digestive tract and as far as possible in the blood stream, he immediately began the administration of grapefruit juice and soda bicarb, given alternately. No other medicine was used and practically no other diet given. During the epidemic he treated over five hundred cases without one death. The reports of his results caused the Florida State Department of Health to ask for his treatment, which was broadcasted to the doctors of the state. He has received many letters of commendation, not only from Florida but from Europe as well. During the epidemic of influenza in London, England, a few months ago, health officials in that city had posters up all over the town advising people to use grapefruit and soda as a preventative and cure for influenza. Unfortunately for London the best quality of grapefruit for these conditions were very scarce in that city.

One of the outcomes of this agitation was to stir up the largest distributors of citrus fruits in Europe, and I personally saw an earnest appeal from them to the largest producer of hill grapefruit in Florida for a contract to furnish them 50,000 boxes of his grapefruit per year at an exceedingly fancy price, but the demand had to be cut in half because of his in-

ability to furnish such an amount until more groves come into bearing.

My own observation and experience, both clinical and laboratory, during the months of January and February covered a total of perhaps forty cases, all of them advanced, twelve of them diabetic. In every one of these cases sugar disappeared inside of six days, and in every one occurred the most remarkable improvement in general health that I have ever observed in my long professional life.

The reduction in blood pressure in every one of twenty-five cases of hypertension was beyond belief. I will give briefly two cases to illustrate the many.

C. L. P.: of Plainfield, N. J., age 82, a former prominent attorney in a Vermont city, retired sixteen years before on the discovery that he was diabetic. He has led the most careful life in every way possible since that time and has been under the watchful care of his physician constantly. He consulted me on February 18, when he had not been sugar free in sixteen years. He had a blood pressure of 238/92, urine: Sp. gr. 1010—acid—albumin negative—sugar 5%. I did not change his usual careful diet, but advised him to discontinue any medicine he might be taking for a few days. He returned to Orlando. I instructed him to take with him part of a box of the hill grapefruit and eat six daily. He returned on the morning of February 23, four and one-half days later. Examination showed blood pressure 180/82, absolutely sugar negative. I cut him down to three grapefruit daily, and he advises me by letter that he feels fine and continues sugar free.

Mr. McF.: of Oklahoma City, age 62, diabetic for two years. Arrived at Howey, January 20. Was so debilitated that he could hardly walk unsupported. Because of a uremic retinitis he was almost totally blind, and could walk through the hotel lobby only by supporting himself by the chairs, thus feeling his way. He had gone the extreme limit of insulin dosage without benefit, and the nephritis had constantly increased. Examination was made January 20 by Dr. Roy: blood pressure 264/150, urine loaded with both

sugar and albumin. He was put on six grapefruit daily. I examined him four days later with Dr. Roy, and again on the fifth day. Blood pressure was then 150/120, sugar negative, scarcely a trace of albumin, and eyesight 50% improved. Two days later he was albumin free, sugar free, and the diastolic blood pressure had dropped to 90. He continued rapidly to improve in weight and strength, took long walks alone, and his eyesight became practically normal. After four weeks of this freedom from sugar and albumin, I put him on lowland grapefruit for 36 hours, and the sugar promptly returned. I switched him back to the hill fruit, and in 24 hours he was entirely free again and remained so up to the time I left.

I tried the change to other grapefruit in nearly every case I saw, with exactly the same result.

Upon my return to Michigan in March, at a meeting of the Jackson County Medical Society, I made an extended report of my clinical experience with "Howey-in-the-Hills" grapefruit in diabetes, hypertension, and acidosis, and immediately received, not only commendation, but universal co-operation from the members of the Society. Patients were turned over to us for treatment, and many others were given the grapefruit under our advice, but directed by the family physician. In a few instances, enough interest was shown by the doctors and patients themselves as to diet and care, to make possible a fair chance for good results.

Since March 20, we have had under our care 41 cases. Approximately 60% of these were constant users of insulin, and in every case it was discontinued immediately upon beginning the grapefruit. In only one case has a single dose of insulin been given after the treatment was started. That one case was a boy of 13, who, in the absence of his mother, broke into the

pantry and stuffed himself with everything he could get his hands on, with the result that he brought on an attack of coma, which necessitated insulin. As this case had been made sugar free on three occasions and each time he had brought on a relapse by the same proceeding, we discontinued our services.

Of these 41 cases, approximately 80% became sugar free inside of five days after the grapefruit treatment was started, and continued negative so long as anything like proper diet was used. Of these cases, 28 were under our direct care, and of these 28, 100% became and continued sugar free so long as we could get the grapefruit. Practically everyone is still negative up to the present time, August 1.

Some of the most remarkable results obtained have been in cases where the treatment has been directed by mail and the patients never seen, histories being sent in by attending physicians and by patients themselves, who, by long experience and education, were able to carry out dietary measures intelligently.

Dr. R. H. Alter, who has been associated with me in this investigation, has, in the main, had charge of the diet in most of the cases under our direct charge. In 10 very bad cases, selected for the purpose, he did complete blood chemistry, with the results appearing in the three sample cases, which are typical of them all.

All patients at the beginning of treatment had the nature of their disease and the necessity of the strictest co-operation explained to them. Each was then supplied with a pair of diabetic scales, a diet slip showing the number of grams of each article to be eaten during the day, and a urine bottle graduated in cubic centi-

meters. They were requested to bring a specimen of the mixed twenty-four hour excretion to the office each morning for examination, noting the number of cubic centimeters of urine voided in the twenty-four hours.

They were placed at the beginning of treatment on a low caloric diet, which was gradually increased until the patient developed a glycosuria. When this point was reached, the treatment varied according to the nature of the case. In a general way those patients who had a glucose tolerance of approximately ninety grams per day or less were given six grapefruit per day in addition to their previous diets, being instructed to eat one grapefruit with each meal, one between meals, and one at bedtime. Those having a glucose tolerance of above ninety grams were also instructed to eat six grapefruit per day like the others, but their previous diet was reduced in such a way that their glucose ingestion, including that found in the grapefruit, was below the tolerance of normal individuals.

The grapefruit used were very uniform in size, and the edible portion weighed approximately 300 grams. Chemical analysis shows that they contain 31.2 grams carbohydrates, so that when the six grapefruit were added we were increasing the carbohydrate content of their diets by 187.2 grams.

The results were uniformly good when the patient co-operated well.

Chart No. 1 is the record of Mrs. M. K., a woman 37 years of age, weighing 207 pounds, who gave a history of having had diabetes for over a year. It will be noted that she remained sugar free until her diet

CHART NO. 1—MRS. M. K.

Date	Protein	Fat	Cho.	Glucose	Number of Grapefruit	Urine in c.c.	Gms. Sugar Excreted	Blood Sugar
5-4	34.1	163.8	29.7	65.7	0	1530	—	—
5-5	34.1	163.8	29.7	65.7	0	1485	0	—
5-6	34.1	163.8	29.7	65.7	0	1461	0	—
5-7	34.1	163.8	29.7	65.7	0	1425	0	—
5-8	54.3	210.5	37.3	89.4	0	810	0	—
5-9	54.3	210.5	37.3	89.4	0	990	10	—
5-10	54.3	210.5	37.3	89.4	0	—	8	—
5-11	54.3	210.5	37.3	89.4	0	1035	11	—
5-12	54.3	210.5	37.3	89.4	0	946	20	0.18
5-13	54.3	210.5	37.3	272.6	6	1560	18	—
5-14	54.3	210.5	37.3	272.6	6	1260	0	—
5-15	54.3	210.5	37.3	272.6	6	1140	0	—
5-16	54.3	210.5	37.3	272.6	6	1320	0	.121
5-18	54.3	210.5	37.3	272.6	6	1250	0	.10
5-20	54.3	210.5	37.3	272.6	6	1380	0	.098

was increased to the point where it contained 89.4 grams of glucose. In the following 5 days she averaged excreting 13.4 grams of sugar daily. She was then instructed to eat six grapefruit daily in addition to her previous diet. This increased the carbohydrate ingestion from 89.4 grams to 272.6 grams, yet she became sugar free the following day. She has continued on this diet for two months without showing a glycosuria, except for an occasional day when she broke diet and ate additional carbohydrates. Her blood sugar has remained within normal limits since the fourth day following the beginning of the grapefruit diet.

Chart No. 2 of Mrs. A. W. K., is the record of a more severe diabetic. Over a period of 5 days she excreted on an average of 21 grams of glucose. She was then given six grapefruit in addition to her diet, and for the following 5 days the sugar output was increased. Her diet was then increased to contain eight grapefruit per day. On the second day following this, her sugar output was still 38 grams, but

CHART NO. 2—MRS. A. W. K.

Date	Protein	Fat	Cho.	Glucose	Number of Grapefruit	Urine in c.c.	Gms. Sugar Excreted	Blood Sugar
5-6	34.1	163.8	29.7	65.7	0	—	—	—
5-7	34.1	163.8	29.7	65.7	0	1800	20	—
5-8	34.1	163.8	29.7	65.7	0	1780	21	—
5-9	34.1	163.8	29.7	65.7	0	1620	20.2	—
5-10	34.1	163.8	29.7	65.7	0	1680	14	—
5-11	34.1	163.8	29.7	65.7	0	3600	30	—
5-12	34.1	163.8	29.7	248.9	6	2800	36	—
5-13	34.1	163.8	29.7	248.9	6	2880	36	—
5-14	34.1	163.8	29.7	248.9	6	2640	41	—
5-15	34.1	163.8	29.7	248.9	6	2880	42	—
5-16	34.1	163.8	29.7	248.9	6	3120	47	—
5-17	34.1	163.8	29.7	315.3	8	—	—	—
5-18	34.1	163.8	29.7	315.3	8	2640	—	—
5-19	34.1	163.8	29.7	315.3	8	2640	38	0.17
5-23	34.1	163.8	29.7	315.3	8	2614	—	—
5-24	34.1	163.8	29.7	315.3	8	3120	—	—
5-27	34.1	163.8	29.7	315.3	8	2640	0	—
5-28	34.1	163.8	29.7	315.3	8	4560	10	0.15
6-4	34.1	163.8	29.7	315.3	8	2890	0	0.12
6-5	34.1	163.8	29.7	315.3	8	2740	0	0.09

when she returned 7 days later she was sugar free. The next day she again showed a trace of sugar, but when questioned she admitted eating additional carbohydrates. She has remained sugar free since that time with a normal blood sugar.

Chart No. 3 is of particular interest. Mrs. S., is a very mild diabetic, not showing a glycosuria until the glucose content of the diet was increased to 162.7 grams. She was then given four grapefruit daily grown in the lowlands of Florida. The diet was changed as shown on the chart. On this diet she continued to show a marked glycosuria. Three days later she was given six lowland grapefruit daily with the result that she excreted an additional amount of sugar almost equal to the amount added in her diet. She continued to use the lowland grapefruit for a week but without any tendency to become sugar free. Then without changing the diet, with the exception of substituting the

CHART NO. 3—MRS. S.

Date	Protein	Fat	Cho.	Glucose	Number of Grapefruit	Urine in c.c.	Gms. Sugar Excreted	Blood Sugar
4-25	29.2	129.9	20.8	50.7	0	1080	12	—
4-26	29.2	129.9	20.8	50.7	0	—	0	—
4-28	34.1	163.8	29.7	55.7	0	3000	0	—
4-29	34.1	163.8	29.7	65.7	0	2040	0	—
5-3	54.3	210.5	37.3	89.7	0	1980	0	—
5-4	54.3	210.5	37.3	89.7	0	2880	0	—
5-5	92.7	220.2	87.	162.7	0	2280	0	—
5-6	92.7	220.2	87.	162.7	0	2280	25.3	—
5-7	92.7	220.2	87.	162.7	0	4200	82.0	—
5-8	92.7	220.2	87.	162.7	0	4920	85	—
5-9	92.7	220.2	87.	162.7	0	3960	82	—
5-10	45.9	144.4	90.	165.	4LL	2800	58	—
5-11	45.9	144.4	90.	155.	4LL	4200	60	—
5-12	45.9	144.4	90.	165.	4LL	2040	81	—
5-13	45.9	144.4	90.	223.	6	3180	85	—
5-14	45.9	144.4	90.	223.	6	3960	121	—
5-15	45.9	144.4	90.	223.	6	6000	141	—
5-16	45.9	144.4	90.	223.	6	3240	162	0.21
5-17	45.9	144.4	90.	223.	6HL	3310	130	—
5-18	45.9	144.4	90.	223.	6HL	4120	85	—
5-20	45.9	144.4	90.	223.	6HL	3980	31	—
5-21	45.9	144.4	90.	223.	6HL	4260	6	—
5-22	45.9	144.4	90.	223.	6HL	3300	0	—
5-24	45.9	144.4	90.	223.	6HL	2850	0	—
5-27	45.9	144.4	90.	223.	6HL	2640	0	.095

grapefruit grown in the highlands for the lowland variety, she became sugar free on the fifth day.

An analysis of our cases has established certain well defined conclusions:

First, that grapefruit grown on the hills of Florida, where the soil is composed of a top layer of Norfolk loam and a very deep subsoil of red sand clay carrying about 3% of iron oxide, will produce the results obtained by us in diabetic conditions. Fruit from many different localities in Florida was tried, and either no results were obtained or blood sugar was greatly increased under its use. In 18 cases sugar re-appeared in the urine in forty-eight hours after its administration, although in every case there had been from ten to twenty days of freedom from sugar, pre-

ceding the use of the lowland fruit. Substitution of the hill grapefruit resulted in as prompt disappearance of the sugar. The fruit grown on the south shore of Lake Harris in Lake County, the section known as the Howey development, is the only fruit we found possessing these merits. We have good ground for the belief that this fruit carries an enzyme, that, in addition to its wonderful power of increasing the alkalinity of the blood and gastro-intestinal tract, and assisting in restoring faulty and unbalanced metabolism, brings these results. I am convinced that any high ridge country grapefruit in Florida will bring good results in hypertension, acidosis, gall bladder and colon infections, but not in diabetes. Our investigations will be energetically carried on until the problem is solved.

Second, our best results were obtained by the administration of six grapefruit daily, analysis of which gives to each grapefruit 2.4 gms. protein, 0.6 gms. fat, 31.2 carbohydrates, which are converted into 32.65 gms. of glucose and equal 139.8 calories. Six grapefruit thus have 839 calories. It will readily be seen that the addition of this number of calories to the usual diet of 1600 or 1800 calories of the chronic diabetic taking insulin regularly would necessarily increase the blood sugar enormously, especially if the insulin be withdrawn immediately after beginning the grapefruit. We found it advisable to cut down the number of calories, principally carbohydrates, to an amount equal to one-half, at least, of the total added calories contained in the grapefruit. This, I believe, could be avoided by continuing one-half the usual amount of insulin formerly taken by the patient for three or

four days after the grapefruit is started. We did not find this necessary, however, as we started all our cases on our No. 2 diet list, containing 1369 calories, and we never found it necessary to go back to insulin. Every patient almost immediately began improving in general health as soon as they started the grapefruit treatment. At least three patients, who had been declared hopeless and had for months been confined to their beds, were up and about the house and yard inside of two weeks, and all were sugar free within a week after the treatment was begun. An old lady, who had spent months in a well known Michigan hospital, and had not sat up in bed for five months, in two weeks came eighteen miles to Jackson in the family automobile and walked into my office unsupported.

Third, our clinical experience and our blood chemistry have clearly demonstrated that this grapefruit ~~does not~~ ~~blood sugar than insulin and also~~ does what insulin does not, that is, corrects the cause. Its effects are much more lasting than insulin, and we believe that a very large percentage of the cases are substantially cured. I have seen several such cases in Florida, and, while the work has not been carried on in Michigan for a sufficient length of time to make a positive favorable prognosis, there are several cases under our care which are very encouraging in this regard. One briefly follows:

Dr. Dale of Springport, this county, 72 years of age, a busy country physician for 45 years, discovered himself diabetic 27 years ago. He has had the best of professional care, and the most restricted diet, but had never been sugar free except for a few days about 12 years ago, when under a starvation anti-diabetic diet and enor-

mous doses of soda bicarb he got a sugar negative urine but could not hold it. He started the grapefruit about April 1 last, using six daily. In three days he was sugar free and has continued so every day up to August 18, when he last called upon me. He began cutting down on the grapefruit after the first month, and he tells me that for the last month he has taken only a half of one daily, with his breakfast, and his general health has continued to improve.

We do not claim that this treatment will act as promptly as insulin in cases of threatened coma from greatly excess sugar, because it cannot be given hypodermically, but after the grapefruit treatment is well started it has proved to us almost beyond doubt that no such condition will arise unless invited by the patient.

Our results in arterial hypertension in about the same number as the diabetic cases have proved even more satisfactory. In every case where well defined arteriosclerosis did not exist we got a great reduction in blood pressure, in some cases as much as 80 points. Forty and 50 points were common, and up to this time there has been no recurrence. The improvement in assimilation in all of these conditions has been beyond belief.

Reprinted from
The Journal of The Michigan State Medical Society
October, 1927
F. C. Warnshuis, Editor, Grand Rapids.

See Review in A. M. A. Journal, Nov. 19, page 1814

THE THERAPEUTIC VALUE OF HILL GROWN GRAPEFRUIT*

E. C. TAYLOR, M. D.
R. H. ALTER, M. D.
JACKSON, MICHIGAN

The efficiency of citrus fruits, particularly grapefruit, as a medicinal agent, has been known for several years to the profession of Florida, especially to those doctors located in the central part—or ridge section of the state—where the highest quality fruit is grown. In the last four winters which I have spent in Florida I have heard much of this, but gave little heed to it. Two years ago I heard discussions about the wonderful results obtained in diabetic conditions, arterial hypertension, etc., especially the former, by the free use of grapefruit grown on the hills of Lake County. I was still skeptical and advised analysis of the grapefruit grown in different sections of the state in the laboratories of Johns Hopkins, the University of Chicago, or the University of Michigan, to determine what element—was present which might produce the results claimed. I pointed out that, if such results were obtained, an effort could be made to secure thorough investigation and possible approval of the profession, but that the greatest caution should be exercised in using any general public advertising or propaganda in the meantime.

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WE HEREBY GUARANTEE, under \$100.00 forfeiture, that Oil of Korein contains no thyroid or other dangerous ingredient and that it does contain a safe and therapeutically recognized element employed in ethical obesity treatment by eminent medical authorities.

WE ALSO GUARANTEE that Korein 7 System, which includes Oil of Korein, is unsurpassed as a general treatment for the safe, speedy, gentle, harmless and satisfactory reduction of weight, combined with improvement of the human figure, and we hereby agree to pay a forfeiture of \$100.00 for any better system or treatment for similar use.

WE FURTHER GUARANTEE that ten pounds of superfluous fat, and as much more as desired, if within reasonable limitations, will be eliminated by the *Korein 7 System*, subject to conditions here following, and we shall refund any and all money paid by the customer for Oil of Korein, up to \$100.00, for his or her personal use if a sufficient reduction is not obtained. Whoever adopts this absolute \$100.00 refund guarantee is to notify Korein Company, Inc., of his or her height and weight, age and the amount of reduction desired. The *Korein 7 System* is to be followed faithfully, uninterruptedly, and a report made each ten days in whatever form may be required; and any additional prescriptions or rules provided by Korein Company, Inc., are to be accepted and followed, and no claim is to obtain until at least four months, at which time or any period thereafter, if there has not been a reduction averaging at least one pound per week, Korein Company, Inc., is to refund in full every cent paid for Oil of Korein, and provided claim is made within ten days after the treatment has been discontinued.

\$100.00 Cash Will Be Paid You or Any Lesser Sum That May Have Been Expended for Oil of Korein IF YOU FAIL TO REDUCE ALL YOU WISH

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Directions **MUST** be followed to achieve results.

RETARDO is a fine pharmaceutical, carefully compounded and delicately balanced. . . . It is, however, absolutely essential that the following simple instructions be obeyed:

After each meal take one RETARDO tablet, together with a little water. 30 to 40 minutes after taking the tablet, you must drink a large glass of water.

Do this conscientiously and the results will be gratifying.

Please feel free to write us at any time regarding our products.

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RETARDO is guaranteed

Not to contain any dinitrophenol.
Not to contain thyroid.
Not to contain Epsom Salts.
Not to contain Iodine or Iodides.
Not to contain Urea or its Salts.
Not to contain ANY narcotic, habit forming or dangerous drugs.

RETARDO tablets are pleasant to take . . .
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Many reducing preparations contain drastic and harmful laxatives.

Others contain thyroid which may affect the heart.

And others contain dinitrophenol, a chemical that has caused death and is considered a poison.

Strict diets also may help you lose weight, but many people find it difficult to eschew certain foods.

RETARDO is ABSOLUTELY FREE of ALL these harmful ingredients, and furthermore REQUIRES NO DIETING.

WEIGHT REDUCTION WITH RETARDO IS SAFE AND SIMPLE.

RETARDO is the newest discovery for the reduction of excess fat. It is the result of four years of research and experimentation. Thousands of boxes have already been sold to satisfied users. It has been put to every test, and is being recommended by reliable physicians.

RETARDO acts on fat-producing foods before they are assimilated by the body. It retards the transformation of these foods into fat, so that the body itself is aided in consuming its own excess fat.

A RETARDO tablet should be taken after each meal, together with a large glass of water. Between meals, you can drink all the water you wish.

RETARDO tablets taken after all meals, with plenty of water, should result in a definite loss of weight . . . a loss that becomes more pronounced after the first two or three weeks.

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What Gertrude Nova's Flesh Reducer Will Do

- IT WILL—Reduce obesity (over-fat).
- IT WILL—Cleanse and relieve fatty organs thoroughly.
- IT WILL—Cleanse congested skin.
- IT WILL—Build solid, healthy flesh.
- IT WILL—Reduce your surplus flesh to the ease of natural weight.
- IT WILL—Bring you better health.



What Gertrude Nova's Flesh Reducer Will Not Do

- IT WILL NOT—Cause lines in the face, neck, shoulder or body.
- IT WILL NOT—Cause ill effects at any time.
- IT WILL NOT—Cause flabby flesh.
- IT WILL NOT—Give you a haggard look.
- IT WILL NOT—Harm you in any way.

The Most Scientific Treatment Known

Gertrude Nova's Flesh Reducer is the prescription of a noted German physician, absolutely harmless and the best known to medical science. It is as nearly perfect as anything can humanly be. It is NOT, however, one which will cause you to reduce a pound a day, nor one of the "reduce overnight" treatments. Such treatments are not only dangerous but leave flabby flesh, wrinkles, impaired health, lowered vitality, and are the treatments doctors constantly warn the public against.

Treatments should be used continuously for AT LEAST three months, whether you merely wish to correct and adjust your system and remain just as you are, or wish to lose ten or twenty pounds only, or lose fifty pounds or more. (I have customers on my list who have lost 80 pounds and more and now enjoy perfect health.)

Do not be impatient for results, don't form the habit of watching the scales. Nova is a common sense treatment, and it will delight you with results. But you must give it a fair and impartial trial for at least ninety days, implicitly following directions.

While strenuous exercises and starvation diets will reduce fat, such methods also tear down the system, and leave one looking haggard and ill. Furthermore, that method, once started, must be continued or fat returns. Nova's treatment attacks the cause of fat so that one can get thin and stay thin.

Again I urge that you use common sense. No dieting is required, no exercises, yet if you will take a walk a day, eat only one starchy food at a meal, more green vegetables and fresh fruits, you will hasten reduction.

To Reduce Superfluous Flesh, also Double Chin, safely, surely, fill out both sides of this blank, sign your name and address plainly below, tear off THIS HALF, and return to me with your remittance. Keep the TOP HALF for YOUR records.

GERTRUDE NOVA

206 Denver Theatre Bldg.,
Denver, Colo.

Date....., 193.....

Send me Gertrude Nova's Flesh Reducer (quantity checked below) by parcel post, prepaid, which I agree to take according to directions on the understanding if I take the same for three months continuously, and if I do not have more "pep," energy, vitality, and do not enjoy generally better health, I may ask for the return of my money in accordance with your guarantee to be found on the reverse side of this order blank.

IMPORTANT! WRITE OR PRINT YOUR NAME AND ADDRESS VERY PLAINLY

Amount of money enclosed \$.....
Mr. Mrs. or Miss First Name Middle Initial Last Name
Name.....
Address..... R.F.D. or Box No.....
City..... State.....

Customer:

I would rather not accept your order for less than three months' treatment, for it requires that time at least to prove what Nova's treatment will do for you.

For the convenience of my customers, however, I am willing to sell less than three months' supply, (even ONE WEEKS' SUPPLY), PROVIDED the customer intends to take it continuously for three months.

Please Check ☐ 1 weeks' supply\$1.50 ☐ 1 months' supply\$ 5.50
Quantity Wanted ☐ 1/2 months' supply 3.00 ☐ 6 weeks' supply\$8.00
☐ 3 months' supply\$15.00

No Exercises . No Dieting . Safe and Sure Reduction . Absolutely Harmless

Why Let Fat Accumulate?

Fat folks starve inside, and overfat persons vary considerably in appearance. In some the face is puffed and bloated, in others it is pale and bloodless. The swollen, discolored veins show a congested condition of the blood vessels, while the dough-like appearance of the latter indicates a body that is slowly starving. In a great many cases of obesity the digestion fails rapidly and all symptoms of indigestion and constipation are present. Fat folks so afflicted are always tired.

Order This Safe, Sure Treatment Today!

Fat cuts off pleasure, and such is the uninviting picture of the physical miseries brought on by that queer little hitch in the process of nutrition and metabolism, that the fat person no longer turns his food fats into nutritive body juice, good solid bone and muscle, energy and endurance as he should, but is obliged to retain them in his system to clutter up the body with the products of decomposition. So you see, obesity is rather a SERIOUS thing.

GUARANTEE

Take "Kathan's Original Flesh Reducer" according to directions, each day for three months continuously. If your weight or measurements have not been noticeably reduced, or if you do not have more "pep," energy, vitality, and do not enjoy generally better health, I will cheerfully refund the amount of your purchase.

In order to have Gertrude Nova's Money-Back Guarantee in force, it is absolutely necessary that you fill out the measurement blank and send to Gertrude Nova, or have your weight and measures taken in Gertrude Nova's office, if you prefer. Many stout people are troubled with constipation. This can be eliminated from the system and must be, to insure satisfactory and guaranteed results.

"A World-Famous Product—Branch Offices Everywhere"

GERTRUDE NOVA

206 Denver Theatre Building,
1545 Glenarm Street
DENVER, COLORADO

Tear off here. Customer should keep UPPER half. Send Gertrude Nova the lower half. BE SURE TO FILL OUT THE BLANKS BELOW AND ALSO ON THE OTHER SIDE CAREFULLY AND RETURN TO GERTRUDE NOVA, 206 DENVER THEATRE BUILDING, DENVER, COLO.

MEASUREMENT BLANK

Have Measurements just as accurate as possible

Height.....feet.....inches.
Weight (without coat).....lbs.
Bust measure in inches.....
(Hold tape about largest part of bust)
Waist measure in inches.....
(Hold tape about smallest part of waist)
First Hip measure in inches.....
(Hold tape 6 inches below waist line)
Second Hip measure in inches.....
(Hold tape 9 inches below waist line)
Arm.....inches
(Hold tape about largest part of arm)
Age.....

QUESTION BLANK

Please fill out carefully, adding any information you wish

Do you have rheumatism?.....
Do you have palpitation of the heart?.....
High Blood Pressure?.....
How long have you weighed what you do now?.....
Have you been operated on recently?.....
Are you constipated?.....
Other particulars.....

Don't Delay and Let Fat Accumulate. Mail Order Now For Kathan's
Guaranteed Treatment

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Fat cuts off pleasure, and such is the uninviting picture of the physical miseries brought on by that queer little hitch in the process of nutrition and metabolism, that the fat person no longer turns his food fats into nutritive body juice, good solid bone and muscle, energy and endurance as he should, but is obliged to retain them in his system to clutter up the body with the products of decomposition. So you see, obesity is rather a **SERIOUS** thing.

GUARANTEE

Take "Gertrude Nova's Flesh Reducer" according to directions, each day for three months continuously **WITHOUT MISSING ANY CAPSULES**. If after the three months' period your weight or measurements have not reduced, or if you do not have more "pep," energy, vitality, and you can truthfully say you have not noticed any improvement or do not enjoy generally better health, I will cheerfully refund the amount of your purchase.

In order to have Gertrude Nova's Money-Back Guarantee in force, it is absolutely necessary that you fill out the measurement blank and send to Gertrude Nova, or have your weight and measurements taken in Gertrude Nova's office, if you prefer. Many stout people are troubled with constipation. This can be eliminated from the system and must be, to insure satisfactory and guaranteed results.

"A World-Famous Product—Branch Offices Everywhere"

GERTRUDE NOVA
General Offices
DENVER, COLORADO

Tear off here. Customer should keep UPPER half. Send Gertrude Nova the lower half. **BE SURE TO FILL OUT THE BLANKS BELOW AND ALSO ON THE OTHER SIDE CAREFULLY AND RETURN.**

MEASUREMENT BLANK

Have Measurements just as accurate as possible

Height.....feet.....inches.
Weight (without coat).....lbs.
Bust measure in inches.....
(Hold tape about largest part of bust)
Waist measure in inches.....
(Hold tape about smallest part of waist)
First Hip measure in inches.....
(Hold tape 6 inches below waist line)
Second Hip measure in inches.....
(Hold tape 9 inches below waist line)
Arm.....inches
(Hold tape about largest part of arm)
Age.....

QUESTION BLANK

Please fill out carefully, adding any information you wish

DO YOU HAVE?

Rheumatism?.....
Heart Palpitation?.....
High Blood Pressure?.....
Recent Operations?.....
Constipation?.....
Menstrual Irregularities?.....
Other treatments being taken?.....
Other Particulars.....

Customer is advised that treatment is not guaranteed unless constipation is eliminated.

Don't Delay and Let Fat Accumulate. Mail Order Now For Gertrude Nova's Guaranteed Treatment

GERTRUDE NOVA

NATIONAL DISTRIBUTOR

206 Denver Theatre Bldg.,
1545 Glenarm Street
DENVER, COLORADO

Order Blank and Guarantee

What Kathan's Original Flesh Reducer Will Do.

IT WILL—Reduce obesity (over-fat).
IT WILL—Cleanse and relieve fatty organs thoroughly.
IT WILL—Cleanse congested skin.
IT WILL—Build solid, healthy flesh.
IT WILL—Reduce your surplus flesh to the ease of natural weight.
IT WILL—Bring you better health.



What Kathan's Original Flesh Reducer Will Not Do.

IT WILL NOT—Cause lines in the face, neck, shoulder or body.
IT WILL NOT—Cause ill effects at any time.
IT WILL NOT—Cause flabby flesh.
IT WILL NOT—Give you a haggard look.
IT WILL NOT—Harm you in any way.

The Most Scientific Treatment Known

Kathan's Original Flesh Reducer is the prescription of a noted German physician, absolutely harmless and the best known to medical science. It is as nearly perfect as anything can humanly be. It is **NOT**, however, one which will cause you to reduce a pound a day, nor one of the "reduce overnight" treatments. Such treatments are not only dangerous but leave flabby flesh, wrinkles, impaired health, lowered vitality, and are the treatments doctors constantly warn the public against.

Kathan's should be used continuously for **AT LEAST** three months, whether you merely wish to correct and adjust your system and remain just as you are, or wish to lose ten or twenty pounds only, or lose fifty pounds or more. (I have customers on my list who have lost 80 pounds and more and now enjoy perfect health.)

Do not be impatient for results, don't form the habit of watching the scales. Kathan's is a common sense treatment, and it will delight you with results. But you must give it a fair and impartial trial for at least ninety days, implicitly following directions.

While strenuous exercises and starvation diets will reduce fat, such methods also tear down the system, leave one looking haggard and ill. Furthermore, that method, once started, must be continued or fat returns. Kathan's treatment attacks the cause of fat so that one can get thin and stay thin.

Again I urge that you use common sense. No dieting is required, no exercises, yet if you will take a walk a day, eat only one starchy food at a meal, more green vegetables and fresh fruits, you will hasten reduction.

To Reduce Superfluous Flesh, also Double Chin, safely, surely, fill out both sides of this blank, sign your name and address plainly below, tear off **THIS HALF**, and return to me with your remittance. Keep the **TOP HALF** for YOUR records.

GERTRUDE NOVA,
206 Denver Theatre Building,
Denver, Colorado

Date....., 193.....

Send me Kathan's Original Flesh Reducer (quantity checked below) by parcel post, prepaid, which I agree to take according to directions on the understanding if I take the same for three months continuously, and if I do not have more "pep," energy, vitality, and do not enjoy generally better health, I may ask for the return of my money in accordance with your guarantee to be found on the reverse side of this order blank.

IMPORTANT! WRITE OR PRINT YOUR NAME AND ADDRESS VERY PLAINLY

Amount of money enclosed \$.....
Mr. Mrs. or Miss.....First Name.....Middle Initial.....
Name.....) (.....) (.....) (.....)
Postoffice.....R. F. D. No.....Box No.....
State.....Street and Number.....

Customer:

I would rather not accept your order for less than **three months' treatment**, for it requires that time at least to prove what Kathan's treatment will do for you.

For the convenience of my customers, however, I am willing to sell less than three months' supply, (even **ONE WEEK'S SUPPLY**), PROVIDED the customer intends to take it continuously for three months.

Please Check ☐ 1 week's supply.....\$1.50 ☐ 1 month's supply.....\$ 5.50
Quantity Wanted ☐ 1/2 month's supply.....3.00 ☐ 3 month's supply.....15.00

No Exercises . No Dieting . Safe and Sure Reduction . Absolutely Harmless

What Gertrude Nova's Flesh Reducer Will Do

- IT WILL—Reduce obesity (over-fat).
- IT WILL—Cleanse and relieve fatty organs thoroughly.
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Treatments should be used continuously for AT LEAST three months, whether you merely wish to correct and adjust your system and remain just as you are, or wish to lose ten or twenty pounds only, or lose fifty pounds or more. (I have customers on my list who have lost 80 pounds and more and now enjoy perfect health.)

Do not be impatient for results, don't form the habit of watching the scales. Nova is a common sense treatment, and it will delight you with results. But you must give it a fair and impartial trial for at least ninety days, implicitly following directions.

While strenuous exercises and starvation diets will reduce fat, such methods also tear down the system, and leave one looking haggard and ill. Furthermore, that method, once started, must be continued or fat returns. Nova's treatment attacks the cause of fat so that one can get thin and stay thin.

Again I urge that you use common sense. No dieting is required, no exercises, yet if you will take a walk a day, eat only one starchy food at a meal, more green vegetables and fresh fruits, you will hasten reduction.

To Reduce Superfluous Flesh, also Double Chin, safely, surely, fill out both sides of this blank, sign your name and address plainly below, tear off THIS HALF, and return to me with your remittance. Keep the TOP HALF for YOUR records.

MRS. FRANKIE JENNINGS
Jefferson Hotel
Spokane, Washington

Date, 193

Send me Gertrude Nova's Flesh Reducer (quantity checked below) by parcel post, prepaid, which I agree to take according to directions on the understanding if I take the same for three months continuously, and if I do not have more "pep," energy, vitality, and do not enjoy generally better health, I may ask for the return of my money in accordance with your guarantee to be found on the reverse side of this order blank.

IMPORTANT! WRITE OR PRINT YOUR NAME AND ADDRESS VERY PLAINLY

Amount of money enclosed \$	M. O. Check	Be sure to register ALL letters containing money.
Mr. Mrs. or Miss	First Name	Middle Initial
Name	Last Name	
Address	R.F.D. or Box No.	
City	State	

Customer:
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Please Check	<input type="checkbox"/> 1 weeks' supply	\$1.50	<input type="checkbox"/> 1 months' supply	\$ 5.50
Quantity Wanted	<input type="checkbox"/> 1/2 months' supply	3.00	<input type="checkbox"/> 6 weeks' supply	\$8.00
	<input type="checkbox"/> 3 months' supply	\$15.00		

No Exercises . No Dieting . Safe and Sure Reduction . Absolutely Harmless

Why Let Fat Accumulate?

Fat folks starve inside, and overfat persons vary considerably in appearance. In some the face is puffed and bloated, in others it is pale and bloodless. The swollen, discolored veins show a congested condition of the blood vessels, while the dough-like appearance of the latter indicates a body that is slowly starving. In a great many cases of obesity the digestion fails rapidly and all symptoms of indigestion and constipation are present. Fat folks so afflicted are always tired.

Order This Safe, Sure Treatment Today!

Fat cuts off pleasure, and such is the uninviting picture of the physical miseries brought on by that queer little hitch in the process of nutrition and metabolism, that the fat person no longer turns his food fats into nutritive body juice, good solid bone and muscle, energy and endurance as he should, but is obliged to retain them in his system to clutter up the body with the products of decomposition. So you see, obesity is rather a SERIOUS thing.

GUARANTEE

Take "Gertrude Nova's Flesh Reducer" according to directions, each day for three months continuously WITHOUT MISSING ANY CAPSULES. If after the three months' period your weight or measurements have not reduced, or if you do not have more "pep," energy, vitality, and you can truthfully say you have not noticed any improvement or do not enjoy generally better health, I will cheerfully refund the amount of your purchase.

In order to have Gertrude Nova's Money-Back Guarantee in force, it is absolutely necessary that you fill out the measurement blank and send to Gertrude Nova, or have your weight and measurements taken in Gertrude Nova's office, if you prefer. Many stout people are troubled with constipation. This can be eliminated from the system and must be, to insure satisfactory and guaranteed results.

"A World-Famous Product—Branch Offices Everywhere"

GERTRUDE NOVA
General Offices
DENVER, COLORADO

MRS. FRANKIE JENNINGS,
Jefferson Hotel
Spokane, Washington

Tear off here. Customer should keep UPPER half. Send Gertrude Nova the lower half. BE SURE TO FILL OUT THE BLANKS BELOW AND ALSO ON THE OTHER SIDE CAREFULLY AND RETURN.

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Guaranteed Treatment

TESTIMONIALS from followers of J. I. Rodale's health teachings



COLDS BECOMING RARE

"Colds are becoming rare in our house, in fact, none of us have had one this year—my family will be ever grateful to you for showing us the way to health."—L. K. M., Rio Linda, California.

COLORADO DOCTOR

"You are doing a great service to humanity with your publications. You have my full permission to use my statement in educating the general public on the research you have made on food and its relation to health."—Dr. M. E. Kelley, Denver, Colorado.

HELPS SON'S ALLERGY

"What we gained could fill a book—i.e., our eldest son's allergy being cured, our second son's tonsils and adenoids shrinking, to the amazement of doctors."—Irving Yellen, Rt. 3, New Brunswick, New Jersey.

FAMILY'S HEALTH IMPROVES

"The health of my family has greatly improved."—Mrs. W. I., Clarksville, Tenn.

BETTER HEALTH

"We are enjoying better health than we have for years."—F. S. G., Ashtabula, Ohio.

HEALTH IMPROVED

"Our health has improved so much."—Mrs. L. W. S., Roosburg, Ohio.

NO COLDS IN YEARS

"Have not had a cold in years."—S. A. M., Stockton, Calif.

A MOTHER'S HEALTH

"The health of my mother has improved enormously."—L. L., Pearblossom, Calif.

ALL THE MONEY IN WORLD

"I want you to know that I would not take all the money in the world for the information you have given me."—Gregory Good, Dallas, Texas.

FEELS LIKE A NEW MAN

"I feel like a new man!"—F. S., Ossining, New York.

HEALTH IS IMPROVED

"By following your suggestion my health improved."—E. J. W., Chicago, Illinois.

PRAISES MR. RODALE

"I am very sure that you are the greatest humanitarian in this world. I am sure, by your writings, that you have prolonged the lives of a vast number of people."—C. Phillips, Hyannis, Mass.

DOCTOR IS IMPRESSED

"Was deeply impressed with the sincerity and ideals with which you present the truths about nutrition."—Dr. S. H., Huntington Park, California.

EYESIGHT IS BETTER

"There's something else I have to thank you for—better eyesight."—Miss H. L. C., Barnesville, Ohio.

FROM A DOCTOR

"Your articles on vitamins and on harmful products in food are really to be commended."—Dr. J. P., Baltimore, Maryland.

FEELS 15 YEARS YOUNGER

"I feel fifteen years younger."—Mrs. W. S., Warsaw, Ind.

NOT A DAY'S ILLNESS

"Our family hasn't had a day's illness since we started this plan."—B. O., Stockton, Calif.

NEVER FELT SO GOOD

"Since being on the 'health program' I have not had a sick day or even a cold for 19 months now. I never felt so good in my life."—L. E. B., Everett, Mass.

CHANGES HIS LIFE

"My life is now what I'd always hoped it would be but it would never have happened except for the reading of your special article on bread."—P. S. F., Zanesville, Ohio.

HAS NOT HAD A COLD

"I have read your articles on how to prevent colds by dieting, and have followed your rules very carefully so far this winter. I have not had a cold, compared to previous winters when I have had two or three colds during the winter season."—Peter Gorse, South Heights, Pennsylvania.

THANKS A MILLION

"Thanks a million for all the good you have done for me and my family."—W. J. F., Millville, New Jersey.

BETTER PLACE TO LIVE

"If all the people could read your book and follow it, this world would be a much better place to live."—Mrs. John Oryszczak, Walled Lake, Michigan.

WORLD NEEDS MR. RODALE

"Yours is a missionary work of the highest order. The world is desperately in need of it."—Mrs. L. Zumstein, Horseshoe, N. C.

HELP A FRIEND!

After you have ordered your own copy of THE HEALTH FINDER, using the enclosed order card and envelope, please pass this circular along to a friend, so he, too, can benefit by using the coupon provided here.



Thousands of families are using the **HEALTH FINDER**. Here are a few of the many favorable comments we have received---

"The HEALTH FINDER article that helped me most was---"

ACIDOSIS

"It showed me clearly the proper diet to use to maintain alkalinity and to avoid the use of soda and other so-called 'remedies.'"—Mrs. C. L. Strong, Chicago, Illinois.

ACNE

"My 14 year old boy has been troubled with an acne condition on his face. For the past two months he has followed your recommended diet. His face is now practically clear of pimples."—Joseph P. McGrath, Lowell, Massachusetts.

ALLERGY

"This article explained more about this condition than I had found elsewhere. I have had an allergy since an almost fatal illness when ten."—Mrs. W. H. Z., Detroit, Michigan.

DANGERS OF ASPIRIN

"I wish all parents could read this article on the dangers of aspirin."—Mrs. Ruth M. Paetz, Melrose Park, Illinois.

BLOOD SUGAR

"This was the article that I needed the most! I was subject to depressed moods, nervousness, headaches, etc. Now I understand better how I work inside, and can control how I feel. This is a wonderful relief. One of my good friends had the same experience."—Aline Matthews, Columbia, Mo.

BONE MEAL

"Since taking bone meal I have gained strength, and my hair is shiny instead of so very dry and lusterless."—Mrs. W. H. Z., Detroit, Michigan.

BREWER'S YEAST

"I have always been thin and anemic. Since studying THE HEALTH FINDER and taking brewer's yeast I feel very much better, have gained weight and my health has improved in every way. My blood count has gone up and has stayed up."—Hazel M. Stancill, Benson, Maryland.

CALCIUM

"So many of my friends were low on calcium, and this article lists all the sources of calcium in such a way anyone can get the amount needed."—T. D. Hebbon, Idaho Falls, Idaho.

CANCER

"I certainly shall try to live up to the recommendations in this article as I believe cancer is a disease of civilization and everyone should become aware of what they are heading for these days."—Mrs. H. G., Manchester, New Hampshire.

"This chapter I have read aloud to my wife twice because it contains so much pertinent information. If one of our relatives could have seen this article ten years ago and followed its recommendations, she probably would not now be dying of cancer of the bones and nerves."—Joseph McGrath, Lowell, Massachusetts.

"The dread of this disease is relieved by your articles."—Archibald C. Downie, Chelsea, Michigan.

"Before my Mother died of Cancer, I knew absolutely nothing at all of this disease. We always thought of it as some vague, terrifying disease that you heard of others dying from, but we never realized it could strike in our family also. But since my Mother's death I read every article I can obtain on the subject and hope I can prevent it from ever reappearing in our family again."—Mrs. S. Z., Washington 20, D. C.

CHILDBIRTH

"Read while carrying fourth child. Had a better understanding of it."—Mrs. F. S., Chicago, Illinois.

COLDS

"Always used to have from one to five severe colds a year due in part to my confining occupation. Since practicing the non-use of soap and the use of vitamin supplements as recommended in your HEALTH FINDER, I have not had a cold since."—Mrs. R. M. H., Rock Falls, Illinois.

"I have reduced my own colds 90% by proper diet and organic foods."—Mrs. H. G., Manchester, New Hampshire.

CONSTIPATION

"I thought I was branded with this ailment for my entire life. I can hardly believe I am not constipated any more. I can kiss my chronic headaches goodbye for life. I believe brewer's yeast played the major role."—Charles C. Graham, Swansea, Massachusetts.

DESICCATED LIVER

"I never fully realized the importance of

this type of food until I began to use it in certain cases, and saw the successful results."—Dr. S. M. L., Plentywood, Montana.

GARLIC

"I first looked up Asthma. I knew well I had it and you didn't prescribe any medical aid. But you did tell about aspirin and asthma, so I was sure of the cause as I had been taking aspirin, so I could sleep nights until the dentist's convention was over. I had a light attack of asthma years ago. Aspirin renewed it, according to you, and Garlic Perles relieved it. So, thanks to your HEALTH FINDER, I discovered both cause and remedy."—S. L. Dryden, Golden, Colorado.

HEART DISEASE

"I am sure heart disease will never strike me suddenly, as it has three of my friends in the past few weeks, after having read your article on Heart Disease."—Mrs. M. Ethel Ash, Grandview, Missouri.

"As one who has suffered from coronary trouble, this article very definitely appeals to me, and much more so when I can do things which the doctor said would be disastrous to undertake in my state of health."—Archibald C. Downie, Chelsea, Michigan.

MENOPAUSE

"A friend of mine, because of her symptoms, was told by her doctor to have a hysterectomy. I had her read this article, and after correct diet, vitamin E and other supplements, she is a new woman, feeling fine, during her menopause."—Mrs. Ruth M. Paetz, Melrose Park, Illinois.

MENTAL HEALTH

"This article is a must for everybody, I believe that this article would act as a preventative for many so-called neuroses."—Dr. W. P. Fleury, Greenfield, Massachusetts.

MULTIPLE SCLEROSIS

"We have two friends who have profited from this article."—T. D. Hebbon, Idaho Falls, Idaho.

NUTRITION

"We have four small grandsons, and in this one article there is almost enough information to assure them greater vigor and good

--SEE NEXT PAGE

COUPON FOR A FRIEND!

Dept. 9, Rodale Books, Inc., Emmaus, Penna.

I enclose a check (or money order) for \$5.95. Please send me, postpaid, a copy of your 944-page book, THE HEALTH FINDER, with the understanding that if, on examination, I do not believe it will be worth many times its cost to me, I may return it within 15 days for a full refund.

☐ THUMB-INDEXED EDITION \$6.95, postpaid. Same money-back guarantee applies.

☐ PLEASE BILL ME. I will pay the additional handling charge of 25¢.

NAME.....

STREET.....

CITY.....ZONE.....STATE.....

SEP 19 1956

308110

living."—Mrs. Geo. L. Chenoweth, Baltimore, Maryland.

OVERWEIGHT

"I have been able to control my weight after reading this article—and still eat all I want."—Sam Shoemaker, Jackson, Miss.

POLIO

"The facts about polio and diet are astounding and every mother should know these facts and then judge for herself."—Mrs. H. G., Manchester, New Hampshire.

"Before your ideas began to come my way, I was afraid of germs and diseases. Now my fears are gone, I just don't worry about them anymore."—Aline Matthews, Columbia, Mo.

PREVENTIVE MEDICINE

"This article is my first choice because it stresses the *positive*; what to do to build health, and not what to do to suppress symptoms."—Mrs. M. Ethel Ash, Grandview, Missouri.

SALT

"I have practically eliminated it from my diet and so have less sinus trouble."—Mrs. Albert Herbert, St. John's, Michigan.

"In my practice, I handle a number of patients with cardiac and associated vascular disturbances. The restriction of salt intake

is mandatory in many cases and advantages in all cases. THE HEALTH FINDER is a valuable source of information to me and I use it every day. I wholeheartedly agree that a return to a more natural source of foods and supplementation will be a prominent therapeutic weapon with doctors of all fields of healing in the very near future."—Dr. R. A. Aker, D. C., Woodville, Mississippi.

SUGAR

"The reason I chose this subject was due to the fact that in my practice one runs into symptoms of fatigue and that 'let down' feeling, as it is often called. In a great percentage of cases this trouble is caused by using too much sugar."—Dr. S. M. L., Plentywood, Montana.

SUNFLOWER SEEDS

"My eyesight improved 50%."—R. G., Baltimore, Maryland.

"We are both eating them every day, and it really does help our eyes."—Mrs. Howard Wiley, Kansas City, Missouri.

"Having suffered from tired eyes for some time, with a tendency to a cataract in my left eye, this article caught my immediate attention. I have been eating them now for only a few weeks and even in this short time, there is marked improvement. The relief to my mind is life-giving, and my general health is better. If only as a matter of prevention, I

would advocate eating sunflower seeds."—Miss A. M. W., Chicago, Illinois.

ULCERS

"Got rid of a peptic ulcer."—Charles C. Graham, Swansea, Massachusetts.

VITAMINS

"If that were the *only* article in the book; I think a person, by thoroughly reading it, could arrange their health program to be in perfect condition."—Mrs. Albert Herbert, St. Johns, Michigan.

"The article on vitamins has done more for me than doctors have done in the past six years. I have had an allergy which they could not help... YOUR BOOK IS WORTH TEN TIMES ITS COST."—Mrs. W. H. Z., Detroit, Michigan.

"I feel that this article will help me keep my family in good health. It is the most helpful article I have found on vitamins yet."—Mrs. H. G., Manchester, New Hampshire.

VITAMIN E

"My husband has heart trouble and I believe that vitamin E and brewers yeast has helped him more than anything he has ever used. His heart used to pound so hard while sleeping, but it doesn't any more and he doesn't tire so easily. That alone is worth many, many times the price of the book."—Mrs. Harold Wiley, Kansas City, Missouri.



NEBRASKA DENTIST

"We are ardent followers of yours and no one could ever change us. Your articles ring so true, and how glad we are to have someone like Editor Rodale to put us wise. Definitely you are on the right track."—Dr. Frank T. Lopp, Lincoln, Nebraska.

BOOK IS WORTH MORE

"Your HEALTH FINDER is worth a great deal more than I paid for it. I would not part with it for any price."—Mrs. M. R. B., Altadena, California.

GIVES READER INSIGHT

"It not only gives a person the insight on certain symptoms and diseases but gives him an idea of how to prevent the different types of illnesses, and tells him how to live in this age of use of so many chemicals, synthetic and denatured products which can and do bring illness to mankind."—Dr. S. M. L., Plentywood, Montana.

IT'S A MONEY SAVER

"I have a family of seven, and a moderate income that does not permit me to go to physicians except in emergency. What I must do is exercise every ounce of *prevention* possible. For me, THE HEALTH FINDER is a money saver and maybe a life-saver."—Joseph McGrath, Lowell, Massachusetts.

SAVED DENTIST BILLS

It has taught me how to take care of myself, what foods to eat, and what foods not to eat. It has paid for itself many times in the short time I have had it. It has helped many of my friends with their health problems. I am so thankful there is such a book as THE HEALTH FINDER."—Jenny Lyngstad, Minneapolis, Minnesota.

WEALTH OF INFORMATION

"It contains a wealth of information that never gets to the public through newspapers and magazines."—Mrs. M. C. N., Saginaw, Michigan.

HELPS YOU UNDERSTAND

"There are too many interesting articles in THE HEALTH FINDER to really say which is the best. The best thing about THE HEALTH FINDER is the way it helps you to understand how things work. Understanding a situation is 90% of the battle."—Aline Matthews, Columbia, Mo.



TOO VALUABLE TO RETURN

"We are enjoying very much the reading of your grand book, THE HEALTH FINDER. We got it 'on approval' but we can't afford to return it—it's too valuable healthwise."—Miss Elvera Peterson, Pekin, North Dakota.

SAVES MONEY AND WORRY

"Since there are four children in my family I have been concerned about health and keeping expenses at a minimum. I firmly believe that the effort I expend in growing much of my food and the money I spend on food supplements is very worth while. It is a *positive* approach to health which relieves one of much worry over the ills of the age so common to us all. I'm sure this method saves me money by lowering my *negative* expenses to doctor and dentist."—F. S. Best, Berkley Heights, New Jersey.

THEIR HEALTH IS BETTER

"This book has meant more to my family and I than any other book except the Bible. We have had better health than we have had for years. We have been searching for a book of this kind. We wouldn't part with it at all."—Sam Shoemaker, Jackson, Mississippi.

RELIABLE AND INSTRUCTIVE

"I find it a reliable and instructive reference work to turn to in my search for better health and better living."—Hazel M. Stancill, Benson, Maryland.

WORTH MANY TIMES COST

"It is going to be worth many times more than I paid for it. I am truly glad I bought THE HEALTH FINDER and wish everyone would do the same—we would see a great change in the health of our beloved nation if that were the case."—Mrs. E. H. Melone, Downers Grove, Illinois.

FEELS BETTER

"I feel better since I have followed your advice."—J. W., Jr., Somers Point, N. J.

DAYS NOT LONG ENOUGH

"Through following your organic ideas of composting to enrich the soil, and eating as nearly all organically grown food as possible. I am able to state that never in my life, even as a child or teenager, have I felt more like moving mountains every day—and the days are never long enough for me. I am 43 years old and play tennis with my 22-year-old daughter—and never feel my 43 years for a minute."—Edith E. O'Connor, Bell, Calif.



NOT A DAY'S ILLNESS

"Our family hasn't had a day's illness since we started this plan."—B. O., Stockton, Calif.

ACTIVE AT 79

"I am nearing my 78th birthday and my friends marvel at my activity. My HEALTH FINDER is placed where I can open it readily and when some friends need more health knowledge, I ask them to read certain articles."—Ella B. Packhard, Fort Smith, Ark.

PRACTICAL AND SENSIBLE

"The book is the most practical, sensible, comprehensive instruction in health-finding that it was my good fortune to obtain, and I heartily endorse its teachings. Follow the good advice—prevent disease—and enjoy a long tranquil life, free from the many physical handicaps that beset most people."—Mrs. C. L. Strong, Chicago 20, Illinois.

LEARNING HOW TO LIVE

"Through THE HEALTH FINDER, my family of four is learning how to live sanely and safely toward a long, happy life."—Mrs. Ray Traverso, Reno, Nevada.

SAVED DOCTOR BILLS

"Just the fact of having THE HEALTH FINDER handy in case of sudden need makes it necessary. Living with it from day to day, it becomes a physical tower of strength comparable to the Spiritual strength of the Bible. But having followed *Organic Gardening* for ten years and *Prevention* for five years, at the age of sixty I seldom have occasion to use it for myself. My many friends, especially those with children, are happy when I loan it to them. It has saved many a doctor's bill, and of course those who continue to follow its advice will have life-long benefits."—Mrs. M. Ethel Ash, Grandview, Mo.

USES AS REFERENCE

"I am glad to have THE HEALTH FINDER as a reference book, especially when friends with health problems want to talk about them. These are friends who scoff at my attempts of natural living, yet at the same time take the attitude that I am just plain lucky in avoiding illnesses! Showing such friends an article in THE HEALTH FINDER is far more convincing to them than anything I might say."—F. H., East Falmouth, Massachusetts.

--SEE BACK PAGE

*"I am glad I bought the
HEALTH FINDER because---"*

IS THANKFUL TO OWN IT

"THE HEALTH FINDER is certainly an encyclopedia of health information. I am very thankful to own it."—Richard Goosen, Bogota, New Jersey.

ABSOLUTELY PRICELESS

"It is absolutely priceless. The value of your HEALTH FINDER cannot be set, or even estimated, by anyone who will buy it, read it, and take it seriously. You are doing a great service to humanity."—Edward L. Thoms, Oak Park, Illinois.

EVERY FAMILY NEEDS IT

"I believe every family should have a copy of THE HEALTH FINDER whether they are ill or not. It has helped us so much and has prepared me to be able to tell my friends just what right foods will do. I wouldn't sell it for many times what it cost, if I were unable to buy another."—Mrs. Harold Wiley, Kansas City, Missouri.

MOTHERS SHOULD READ IT

"I have found THE HEALTH FINDER a regular study course in human nutrition and also of value when illness does strike, which happens rarely now. I just wish that more mothers would read this book with an open mind."—Mrs. H. G., Manchester, New Hampshire.

WOULDN'T BE WITHOUT IT

"I was so happy with THE HEALTH FINDER and the benefits I have received in this short time! I wouldn't be without it for all the money in the world. I had been ill so long from a back injury; the suffering was so great that I had practically given up. I looked so terrible that my friends have since told me they didn't expect to see me alive long—but today I look better and younger than in years. Thanks to your wonderful book."—Mrs. M. C. H., Minneapolis, Minnesota.

NO BOOK HELPS SO MUCH

"No book helps the untrained and unknown person so much as does your book, THE HEALTH FINDER. My library is as complete on the subject of healing and prevention as any one would care to have. There are many very fine books treating various subjects on prevention and healing—but it is my opinion that the average person who has not devoted a great deal of study and thought on this subject will find himself confused. Anyone with average intelligence can be greatly helped by THE HEALTH FINDER."—A. Heinrichsmeyer, St. Louis, Missouri.

READY HEALTH REFERENCE

"It is the ready reference for good health and prevention of the many pitfalls that we fall into be buying the well-advertised foods

and beverages, many of which are detrimental to our health, but of which we have had no source of knowledge, before."—Mr. R. M. H., Rock Falls, Illinois.

WORTH MANY TIMES PRICE

"About one month ago I bought your book, THE HEALTH FINDER. It is wonderful, and worth many times its price."—Mrs. R. L. B., Sand Springs, Oklahoma.

TURNED TO OFTEN

"THE HEALTH FINDER is where I can turn to it in a moment, and is far more often turned to than the dictionary. And if I talk with a *doubter* I can use my choicest book to back up my statement. Yes, it is a valuable addition to my shelves—not for its cover but for its actual information. Thank you for your efforts in bringing all this important collection to the public."—Mrs. Albert Herbert, St. Johns, Michigan.

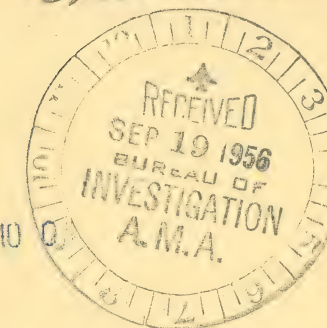
HELPS FAMILY OF FOUR

"I put the healthful suggestions of THE HEALTH FINDER into practice for my family of four."—Jas. L. Hoerdmann, Peoria, Illinois.

ENJOYS EVERY ARTICLE

"I enjoy every article of your book."—Andrew Bauer, Chicago 45, Illinois.

Prevention Magazine



B.F. 715

1956 SEP 19 AM 10 0

Dear Friend,

Here's wonderful news for you! Mr. Rodale has authorized me to give you --

A FREE COPY of HOW TO EAT FOR A HEALTHY HEART -- if you order the HEALTH FINDER at this time.

Last year 773,980 people died of heart disease -- the Nation's No. 1 killer! HOW TO EAT FOR A HEALTHY HEART approaches this terrifying problem from a new angle. It may add years to your life -- and it's yours to keep, FREE, even if you decide to return the HEALTH FINDER under our Unconditional, Money-Back Guarantee.

An added convenience at no extra cost: the HEALTH FINDER now contains a complete subject index!

The present edition of the HEALTH FINDER is the first to contain a complete subject index. It lists all subjects discussed, all authorities quoted -- and everything else of importance in the book. It adds greatly to the book's usefulness -- and costs you nothing extra. Both the regular \$5.95 and the Deluxe Thumb-Indexed \$6.95 editions contain this new subject index of 16 pages.

Index contains more than 3200 items!

Speaking of indexes -- if you want the best, we heartily recommend the Deluxe Thumb-Indexed Edition of the HEALTH FINDER. It costs a dollar more, but it is worth the price a hundred times over in extra convenience and usefulness. Many people have bought a second HEALTH FINDER -- just to get this Thumb-Index feature.

HELP A FRIEND! Pass your extra HEALTH FINDER circulars along to your friends and neighbors --

You may receive several of these HEALTH FINDER letters. Here's why: In telling people about such a remarkably popular book, many different mailing lists are used. If your name is on several of these lists, you will receive several of these letters.

If this happens, it may be a blessing in disguise, for then you can pass the extra HEALTH FINDER circulars along to your neighbors -- or mail them to relatives or friends who live at a distance. The HEALTH FINDER may be the very book they are looking for -- and they will thank you a thousand times for letting them know about it. We receive

over, please

literally hundreds of requests from HEALTH FINDER buyers, asking for additional circulars to give to their friends!

Most important of all -- order
the HEALTH FINDER for yourself!

It is wonderful to think of your friends -- but think of your own health first! The road ahead is yours to choose. Don't put off your decision! If you achieve better health even one day sooner -- isn't it worth the extra effort of sending your order in today? You take absolutely no risk, for --

The HEALTH FINDER is sold under an
Unconditional Money-Back Guarantee!

If, on examination, you do not believe this amazing 944-page book will be worth many times its cost, just return it any time within 15 days for a full refund.

To date, with many thousands of HEALTH FINDERS sold, very few people have returned the book and asked for their money back. We're pretty sure you will find the HEALTH FINDER invaluable, too. But if you aren't completely satisfied, your money will be promptly and cheerfully refunded.

*Less than
one in
every 500
copies is
returned!*

We sincerely believe the HEALTH FINDER can be
worth hundreds of dollars to you!

We believe the HEALTH FINDER will show you how to go through life confident and happy in the knowledge that you can do a great deal to keep yourself and your family radiantly healthy and full of energy! You have nothing to lose -- and you may have a wonderful new world of health and happiness to gain.

Don't put it off! Send for this remarkable book today!

Sincerely yours,

James Hare
Manager
Rodale Books, Inc.

*Order at once if you want a Free Copy
of HOW TO EAT FOR A HEALTHY HEART. It's yours
to keep, even if you return the HEALTH FINDER
for a refund.*

SEP 19 1956
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SAVE THIS CIRCULAR FOR A CHECKLIST

WHEN YOU RECEIVE YOUR HEALTH FINDER, LOOK UP THE TOPICS YOU HAVE MARKED — THEN PASS THE CIRCULAR AND COUPON ALONG TO A FRIEND

- How to reduce sensibly (pages 680-1) .. ☐
Best method of preserving food (pages 683-4) .. ☐
Symptoms of riboflavin deficiency, and foods containing the largest amounts of riboflavin (pages 686-7-8) .. ☐
Polio, its cause and prevention, by Dr. Virgil A. David, New York City (pages 599-603) .. ☐

ACIDOSIS

- What is acidosis? alkalosis? (page 12) ☐
Is there any danger in the use of ACTH and cortisone? (pages 21 and 285-6-7) .. ☐
Do you suffer from one of the diseases that make air travel dangerous? (page 29) .. ☐

ABOUT ALCOHOL

- What is the truth about alcohol? Does it warm you? Cause hardening of the arteries? Is it a food? Does it shorten life expectancy? (page 31) .. ☐
If you suffer from indigestion, should you drink milk? (page 36) .. ☐
Some things you should know about the dangers of antibiotics (page 43) .. ☐

ARTHRITIS

- What part does emotional stress play in arthritis? (page 58) .. ☐
How do many types of shoes cause an increase in the irritation from athlete's foot? (page 68) .. ☐
What conditions are brewers' yeast good for? (page 139) .. ☐
An old-time family doctor's method of insuring good teeth for babies (pages 151-2) .. ☐

CHEMICALS AND LIFE

- How much chemical can the human body stand? (An important article on the widespread use of injurious chemicals in American life) (pages 191-2-3-4-5-6-7) .. ☐

- Some reasons for not allowing children to chew gum (pages 221-2) .. ☐
Cure used by a British physician for shingles and chilblains (pages 224-5) .. ☐
Foods rich in chlorine, the vitamin that helps prevent hardening of the arteries (pages 232-3) .. ☐
Some facts about the citrus fruits, indicating that they may not be as healthy a food as we have thought they are (pages 233-4-5-6) .. ☐
Some facts about constipation (pages 274-5) .. ☐

TOWN WITHOUT A TOOTHACHE

- The amazing story of Hereford, Texas—the "town without a toothache"—as told by Dentist George W. Heard, who first noticed and reported to the world the reasons for the remarkable teeth and general health of people who live in Deaf Smith County (pages 291-2-3) .. ☐
Health rules in the Bible (pages 304-5) .. ☐
Beware of the artificial sweeteners, Dulcin and P4000 (pages 311-12) .. ☐
Eczema caused by use of a pair of lined rubber gloves by a housewife (page 315) .. ☐
Experiments of Dr. Kouchakoff concerning "intestinal flora"—and what these experiments may mean to your health (pages 371-2-3) .. ☐

INOSITOL DEFICIENCY

- Do you suffer from a deficiency of inositol, one of the B complex of vitamins? (page 433) .. ☐
Foods which are rich in inositol (page 435) .. ☐
Foods that are contaminated by DDT and other chemicals, and what can be done about it (pages 436-7-8-9) .. ☐

What do you want from life?

BETTER HEALTH CAN MEAN A LOT TO YOU, PERSONALLY

Have you ever stopped to think that almost all the good things in life depend upon good health? Take a minute. Be honest with yourself. Wouldn't you like to enjoy one or more of these "good health bonuses?"

MORE MONEY? Good health, and the abundant energy, that goes with it, is perhaps the most important requirement for success—and the larger income that goes with success.

BETTER APPEARANCE? Good health can do more to improve your appearance than all the lotions and potions ever concocted.

ENJOYMENT OF LIFE? Are you bored and discontented because you "don't feel well?" Isn't good health the "magic" that will overcome these troubles?

POPULARITY? Have you ever noticed how healthy people have a sort of magnetism that makes them attractive to other people—of both sexes?

COMMUNITY LIFE? Are you "just too tired" to take a full part in the life of your community? Do you turn down invitations from your friends because you don't feel "up to" mingling with people?

LEISURE? Do you enjoy your leisure moments as much as you should? Or are you so tired you spend most of your leisure time resting and sleeping? Good health gives you the zest you need to enjoy your hobbies and leisure time fully.

GROW OLD GRACEFULLY? If you are past the "prime of life," good health is especially precious. Many of our finest HEALTH FINDER testimonials are from older people who are enjoying the best years of their lives because of their excellent health.

HELP A FRIEND!

Order your own copy of the HEALTH FINDER with the enclosed handy order card and envelope. Then, after you have received your copy of the book, and looked up the topics you checked, pass this circular along to a friend, so he (or she) can benefit by using the coupon provided here.

RODALE BOOKS, INC.
EMMAUS, PENNA.

The ten minutes you spend reading this circular may be the ten most important minutes of your life!

READ THIS MESSAGE AND DECIDE FOR YOURSELF: Will one of these ideas ... (1) Add years to your life? (2) Give you more energy? (3) Cut down on your doctor bills? (4) Make you feel better than you ever felt before? (5) Help your family to achieve health and happiness?

Get out your pencil

CHECK THE TOPICS YOU WOULD LIKE TO KNOW MORE ABOUT

CHECK THE HEALTH PROBLEMS YOU AND YOUR FAMILY MAY HAVE

START HERE

A suggestion that may save you scores or hundreds of dollars in dental bills over the years (page 88) .. ☐

Recommendations for a winter free from common colds (pages 260-1) .. ☐

A simple, sensible, healthful diet for reducing (pages 677-8-9) .. ☐

What is the most successful preventive and cure for constipation? (pages 278-9) .. ☐

Will certain vitamins bring back color to gray hair? (pages 405-6-7) .. ☐

Cancer and nutrition (pages 165-6-7) .. ☐

Diet for children during polio season (pages 623-4-5) .. ☐

Is soap the cause of your skin trouble? (pages 735-6-7-8-9) .. ☐

Prevention of ulcers (page 854) .. ☐

CHECK HERE

Is there a simple, inexpensive household remedy that will counteract the craving for alcohol? (page 32) .. ☐

Eye trouble, and some of the things you can do to help it (pages 331-2-3-4-5-6-7-8) .. ☐

Heart disease and the use of vitamin E (pages 415-6-7-8-9) .. ☐

Is it dangerous to take common baking soda or bicarbonate of soda? (pages 74-5) .. ☐

Use of garlic in treatment of hypertension (high blood pressure) (page 388) .. ☐

Heart disease and low salt diet (page 415) .. ☐

Kidneys and kidney disease (pages 444-5-6) .. ☐

Menopause and vitamin E (page 471) .. ☐

A simple but effective home remedy for poison ivy (page 572) .. ☐

MORE QUESTIONS INSIDE—

COUPON FOR A FRIEND!

Dept. 8, Rodale Books, Inc., Emmaus, Penna.

I enclose a check (or money order) for \$5.95. Please send me, postpaid, a copy of your 928-page book, THE HEALTH FINDER, with the understanding that if, on examination, I do not believe it will be worth many times its cost to me, I may return it within 15 days for a full refund.

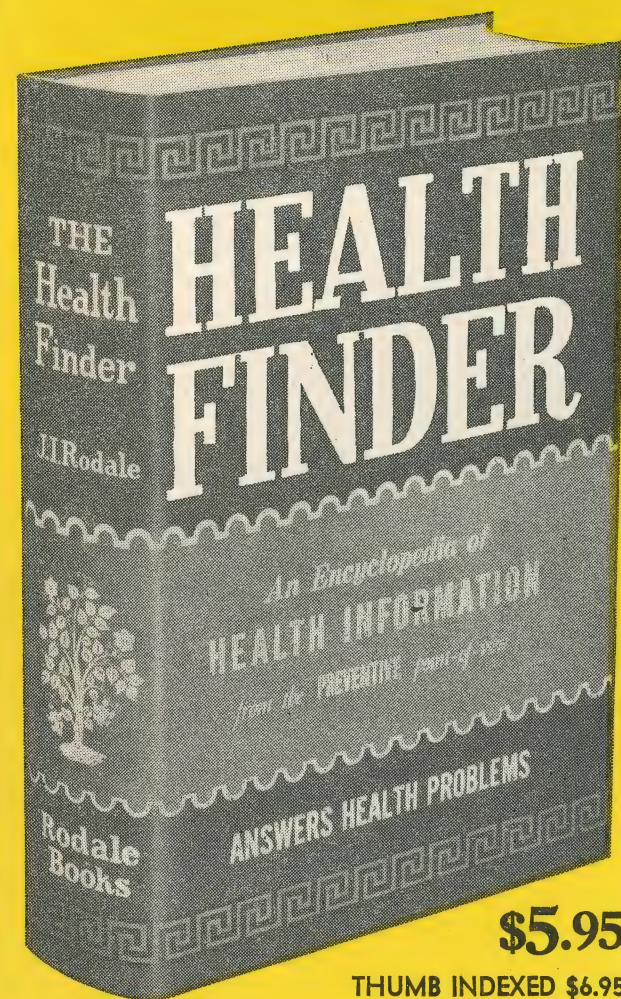
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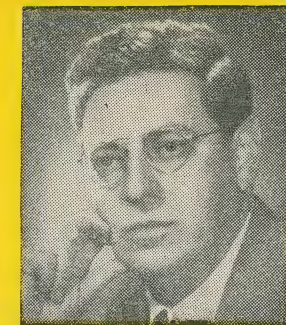
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UNCONDITIONAL MONEY-BACK GUARANTEE!

“Is there any reason why we should not seek a way to stay healthy — so healthy that we would rarely need to visit a doctor or take pills?”



Here at last is a new kind of health book! Through years of research, Mr. Rodale has discovered that there exists a great store of medical knowledge, mostly contained in standard medical journals and medical archives, which can help the average person remain comparatively free of many terrible diseases.

Mr. Rodale was not a healthy man when he first asked himself why there wasn't a means of *learning how to be healthy* — so healthy that we would rarely need to visit a doctor or take pills!

TELLS YOU HOW TO STAY HEALTHY

Today Mr. Rodale's own glowing health, and his amazing energy, which enables him to run a large electrical manufacturing business, a modern printing plant, edit and publish two rapidly-growing magazines (*Prevention* and *Organic Gardening and Farming*) and write best-selling reference books like *The Word Finder*—gives abundant proof that his quest for health has not been in vain. And the radiant health and glowing energy of hundreds of men and women who follow his teachings shows that *he has learned how to pass his knowledge along to others.*

GIVES NEW OUTLOOK ON HEALTH AND SICKNESS

The *HEALTH FINDER* is an entirely new kind of health

book because its subject is the *prevention of disease*. It can give you a new outlook on mental and physical health. *It can help you keep free from many terrible diseases.*

Mr. Rodale believes that by observing certain health rules, we can develop bodies, minds, nerves, muscles and tissues that are more resistant to disease than they otherwise would be. He believes that such health rules are also worthy of consideration in connection with the degenerative diseases, such as heart trouble, arthritis, allergies, and so on — *the characteristic causes of much suffering in our time.*

GOOD HEALTH BEGINS WITH THE FOOD WE EAT

In the *HEALTH FINDER* Mr. Rodale shows why good health begins with the food we eat. He tells why he believes that a healthful diet can do much to prevent many of the terrible diseases of the twentieth century.

However, Mr. Rodale knows there is far more to good health than just a good diet. He knows that your mental attitude is important, the exercise you take, the way you stand, breathe and sleep, the kind of house you live in, the drugs in your medicine chest, the insecticides you use or do not use, the relationship between you and the folks around you. All of these subjects—and many more—are covered in this big 928-page book, now in its 4th printing and 40th thousand.

CAN BE WORTH HUNDREDS OF DOLLARS TO YOU

We sincerely believe that the *HEALTH FINDER* can be worth hundreds of dollars to you! We believe it will show you how to go through life confident and happy in the knowledge that you can do a great deal to keep yourself and your family radiantly healthy and full of energy. And the *HEALTH FINDER* can be equally valuable to you in another way. It can give you peace of mind when you think about your health—and that is a rare feeling these days, when every day's headlines tell us of the heavy toll all kinds of dreadful diseases are taking. The *HEALTH FINDER* gives you peace of mind by showing you how perfectly normal and natural it is for you to enjoy that most precious of all possessions — *good health.*

UNCONDITIONAL MONEY-BACK GUARANTEE

You don't have to take our word for the value of the *HEALTH FINDER*. *It is sold under an absolute money-back guarantee.* If, when you receive the book and try it out, you are not convinced that it will be worth many times its cost to you, just return it within fifteen days for a full refund. For the sake of your own health, we urge you to get your copy of the *HEALTH FINDER* today. You have nothing to lose—and you may have a *wonderful new world of health and happiness to gain!*

(CONTINUED FROM FRONT PAGE)

CHECK THE HEALTH TOPICS YOU WOULD LIKE TO KNOW MORE ABOUT



Are soft drinks harmful? An article that will surprise you (pages 745-6-7-8-9-50-1) ☐

Vitamin D, the beauty vitamin; how much do you need; sources of vitamin D in daily diet (pages 884-5-6-7-8-9) ☐

How one Massachusetts doctor treats arthritis successfully (pages 58-9) ☐

SLEEPING PILLS

Is there a danger from even a moderate use of barbiturates (sleeping pills) over a long period? (page 75) ☐

Getting the most from B vitamin foods (page 558) ☐

How should you go about treating a stomach ailment? (page 35) ☐

What foods are easily digested by those who suffer from indigestion and other stomach ailments? (page 37) ☐

ARE ASPIRIN HARMLESS?

Do you believe the common aspirin is harmless? (pages 61-2-3-4-5-6-7-8) ☐

Is "low blood sugar" the cause of your faintness, headache, irritability, or nervousness? (page 80) ☐

Laboratory experiments indicating that brewers' yeast and dried liver prevent cancer (page 141) ☐

Harmful effects caused by the use of bromides (page 143) ☐

CALCIUM DEFICIENCY

Are you deficient in calcium? What is the daily requirement, and what is a good source? (page 148) ☐

Experiments showing the effectiveness of the B complex of vitamins in preventing the growth of cancer (pages 176-7) ☐

CRAVING FOR ALCOHOL

What effect does diet have on the craving for alcohol? (page 32) ☐

Amount of vitamin C contained in various foods (page 248) ☐

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How important is exercise for health? (pages 328-9) ☐

Should fluorine be added to your water supply? (pages 345-6-7-8-9) ☐

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The garlic cure for tuberculosis (page 386) ☐

Goiter — what it is, where it occurs, what should be done to prevent it (pages 392-3-4-5-6-7-8) ☐

HAIR CARE

How to take care of your hair (pages 398-9-400-1) ☐

Reasons for a salt-free diet if you suffer from high blood pressure (pages 424-5) ☐

Exciting discovery concerning the use of desiccated liver as a means of preventing fatigue (pages 450-1-2) ☐

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Food elements in liver may prevent the graying of hair (pages 453-4) ☐

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MINERAL OIL

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Food and multiple sclerosis (pages 500-1-2-3-4-5-6-7-8-9) ☐

Why we recommend natural vitamins instead of synthetic vitamins (pages 511-2-3-4-5-6-7) ☐

NIACIN DEFICIENCY

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How to teach your children the value of good nutrition (page 525) ☐

Why some people are too thin (pages 533-4) ☐

Amount of vitamin C in various species of roses; where to buy the various species for planting (page 693) ☐

DO YOU USE SACCHARIN?

An article you should read if you use saccharin (pages 696-7) ☐

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Salt-poor diet as a treatment for sinus (pages 710-11) ☐

Danger of salt-free diet in case of certain illnesses (page 711) ☐

DO MOSQUITOES BITE YOU?

Why mosquitoes do not bite some people (pages 764-5-6) ☐

What is a B vitamin? (page 557) ☐

Dangers from plastics (pages 563-4-5-6-7-8-9-70) ☐

PARENTS: READ THIS!

Polio, and the diet Dr. Sandler recommended during a North Carolina epidemic. A most interesting article for anyone with children (pages 574-5-6-7-8-9-80) ☐

Food and polio (pages 596-7-8-9) ☐

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WHAT ABOUT RAW FOOD?

Why is it healthful to eat raw food as a part of your diet (pages 669-70-1-2-3-4) ☐

Are overweight people more susceptible to disease? (pages 679-80) ☐

Continued back page

Thousands of families are using the HEALTH FINDER. Here are a few of the many favorable comments we have received—

"What HEALTH FINDER article helped you most?"

ACIDOSIS

"It showed me clearly the proper diet to use to maintain alkalinity and to avoid the use of soda and other so-called 'remedies.'—Mrs. C. L. Strong, Chicago, Illinois.

ACNE

"My 14 year old boy has been troubled with an acne condition on his face. For the past two months he has followed your recommended diet. His face is now practically clear of pimples."—Joseph P. McGrath, Lowell, Massachusetts.

ALLERGY

"This article explained more about this condition than I had found elsewhere. I have had an allergy since an almost fatal illness when ten."—Mrs. W. H. Z., Detroit, Michigan.

DANGERS OF ASPIRIN

"I wish all parents could read this article on the dangers of aspirin."—Mrs. Ruth M. Paetz, Melrose Park, Illinois.

BLOOD SUGAR

"This was the article that I needed the most! I was subject to depressed moods, nervousness, headaches, etc. Now I understand better how I work inside, and can control how I feel. This is a wonderful relief. One of my good friends had the same experience."—Aline Matthews, Columbia, Mo.

BONE MEAL

"The article helped me to see that I needed bone meal badly—I am taking plenty now."—Mrs. M.C.N., Saginaw, Michigan.

"I don't know if it's the bone meal or brewer's yeast or maybe both, but I am not as nervous as I used to be."—Mrs. Howard Wiley, Kansas City, Missouri.

"Since taking bone meal I have gained strength, and my hair is shiny instead of so very dry and lusterless."—Mrs. W. H. Z., Detroit, Michigan.

BREAD

"Got rid of all my headaches and dizziness by eliminating from my diet all by-products of white flour."—Charles C. Graham, Swansea, Massachusetts.

BREWER'S YEAST

"THE HEALTH FINDER supplies excellent advice about brewer's yeast. It helped me."—F. L. P., Opelika, Alabama.

"I have always been thin and anemic. Since studying THE HEALTH FINDER and taking brewer's yeast I feel very much better, have gained weight and my health has improved in every way. My blood count has gone up and has stayed up."—Hazel M. Stancill, Benson, Maryland.

"Never realized its importance before."—Mrs. M. C. N., Saginaw, Michigan.

CALCIUM

"So many of my friends were low on calcium, and this article lists all the sources of calcium in such a way anyone can get the amount needed."—T. D. Hebbon, Idaho Falls, Idaho.

CANCER

"I certainly shall try to live up to the recommendations in this article as I believe cancer is a disease of civilization and everyone should become aware of what they are heading for these days."—Mrs. H. G., Manchester, New Hampshire.

"This chapter I have read aloud to my wife twice because it contains so much pertinent information. If one of our relatives could have seen this article ten years ago and followed its recommendations, she probably would not now be dying of cancer of the bones and nerves."—Joseph P. McGrath, Lowell, Massachusetts.

"The dread of this disease is relieved by your articles."—Archibald C. Downie, Chelsea, Michigan.

"Before my Mother died of Cancer, I knew absolutely nothing at all of this disease. We always thought of it as some vague, terrifying disease that you heard of others dying from, but we never realized it could strike in our family also. But since my Mother's death I read every article I can obtain on the subject and hope I can prevent it from ever reappearing in our family again."—Mrs. S. Z., Washington 20, D. C.

CHILDBIRTH

"Read while carrying fourth child. Had a better understanding of it."—Mrs. F. S., Chicago, Illinois.

COLDS

"Always used to have from one to five severe colds a year due in part to my confining occupation. Since practicing the non-use of soap and the use of vitamin supplements as recommended in your HEALTH FINDER, I have not had a cold since."—Mrs. R. M. H., Rock Falls, Illinois.

"I have reduced my own colds 90% by proper diet and organic foods."—Mrs. H. G., Manchester, New Hampshire.

CONSTIPATION

"The reason I picked the above article for first choice is because I thought I was branded with this ailment for my entire life. I can hardly believe I am not constipated any more. I can kiss my chronic headaches goodbye for life. I believe brewer's yeast played the major role."—Charles C. Graham, Swansea, Massachusetts.

DESICCATED LIVER

"I never fully realized the importance of this type of food until I began to use it in certain cases, and saw the successful results."—Dr. S. M. L., Plentywood, Montana.

GARLIC

"I first looked up Asthma. I knew well I had it and you didn't prescribe any medical aid. But you did tell about aspirin and asthma, so I was sure of the cause as I had been taking aspirin, so I could sleep nights until the dentist's convention was over. I had a light attack of asthma years ago. Aspirin renewed it, according to you, and Garlic Perles relieved it. So, thanks to your HEALTH FINDER, I discovered both cause and remedy."—S. L. Dryden, Golden, Colorado.

HEART DISEASE

"I am sure heart disease will never strike me suddenly, as it has three of my friends in the past few weeks, after having read your article on Heart Disease."—Mrs. M. Ethel Ash, Grandview, Missouri.

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"A friend of mine, because of her symptoms, was told by her doctor to have a hysterectomy. I had her read this article, and after correct diet, vitamin E and other supplements, she is a new woman, feeling fine, during her menopause."—Mrs. Ruth M. Paetz, Melrose Park, Illinois.

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"I have been able to control my weight after reading this article—and still eat all I want."—Sam Shoemaker, Jackson, Miss.

REPORTS FROM PEOPLE JUST LIKE YOU WHO FOLLOW

The Prevention Method of Good Health

DOESN'T HAVE COLDS

"I just don't have colds any more after following your many suggestions."—A. B., Denver, Colo.

HELPS PROSTATE DISORDERS

"I found that after reading the article, Preventing Prostate Gland Disorders, that the symptoms described were the same that had been annoying me for several months. I followed the advice given and after three weeks began feeling much better. This item alone was worth many times the cost of my subscription."—H. F. A., East Orange, N. J.

NO SICK DAYS ANYMORE

"Since being on the 'health program' I have not had a sick day or even a cold for 19 months now . . . I never felt so good in my life."—L. E. B., Everett, Mass.

MOST INFORMATIVE MAGAZINE

"Any one of your articles may mean the answer to the treatment of many of my patients, as well as myself. I have never read a magazine more informative and straightforward than PREVENTION."—Bruce E. Braun, Daytona Beach, Fla.

WILL ALWAYS READ IT

"My only regret in respect to PREVENTION is that I did not discover it years ago. So long as we can read, we expect to take your magazine."—Truman R. Lee, Salina, Kansas.

REGISTERED NURSE WRITES

"Have been a registered nurse for over twenty years and wish that I could have known about PREVENTION years ago."—Miss Louise Carrigan, New Castle, Delaware.

READERS CAN RELY ON IT

"I like the way you document every important statement appearing in PREVENTION, thereby making it an authoritative periodical whose statements can be relied on by its readers."—LeRoy W. Crawford, Laguna Beach, Calif.

CONTAINS MORE OF VALUE

"I find every issue of PREVENTION since the first to contain more of value than all my medical journals combined."—Wendell Diebold, D. O., Portland, Oregon.

DOCTOR SUBSCRIBES

"I'm a retired physician and after seeing one issue, I subscribed for 3 years. People need information such as you print."—Dr. H. H. M., Ft. Meade, Fla.

BEST MAGAZINE OF KIND

"For the past 15 years I have been reading every health book and magazine I had time for. To my knowledge, PREVENTION is the very best of its kind. I gave a copy some months ago to my doctor, who later subscribed to it. He thinks it is grand."—Mrs. Paul Kok, Rt. 2, Sumter, S. C.

GIVES READERS CREDIT

"What I like about your health magazine is its seeming faith in the readers. You seem to assume we have some brains with which to draw conclusions for ourselves."—Mrs. Hodee Edwards, Oakland, Calif.

DOCTOR ENDORSES MAGAZINE

"For fifty years I have been a continuous subscriber to one or more health magazines. None of them has offered me as much valuable information as I have received from PREVENTION in the past three years."—Dr. Harry Lee Fording, Portland, Ore.

ALL THE MONEY IN THE WORLD

"I want you to know that I would not take all the money in the world for the information you have given me. Even more valuable has been the training to think for myself on matters of good health. I sincerely appreciate what you have done for me and my family."—Gregory Good, Dallas, Texas.

ONE ARTICLE PAYS FOR IT

"Just one article pays for the magazine."—F. W. Lang, Paso Robles, Calif.

FEELING MUCH BETTER

"I have been living and feeling much better since reading and following the advice of PREVENTION. I'll never be without it."—Tony Leman, Standard, California.

YOU'LL READ IMPORTANT HEALTH ARTICLES LIKE THESE:

HEART DISEASE AND ITS CONTROL. If you or one of your family or friends are afflicted with heart trouble, be sure to read this vital information about how to reduce high blood pressure as well as other ways to protect the heart.

THREE SUGGESTIONS FOR REDUCING.

People need special diet plans for their special problems. To help you, PREVENTION's editors offer three basic suggestions to give you some ideas for your own reducing programs.

THE VITAMIN STORY. Here is a study of all the known vitamins, the reason why we need each for good health, and a list of foods and food supplements in which each is most plentiful.

HOW TO PREVENT ARTHRITIS. Millions of Americans, apparently tormented with arthritis or rheumatism, have made a best-seller of the book, *Arthritis and Common Sense*. In this report, our staff gives its suggestions for preventing this painful trouble.

PREVENTING VARICOSE VEINS. An almost universal complaint after middle age, varicose veins can and should be prevented. Learn the simple rules for standing, sitting, and lying down that will help you avoid this common condition.

A NEW THEORY ON THE CAUSE OF CANCER. Two medical researchers present a fascinating theory of "something which is lacking" being the cause of cancer. Their report discusses the vital question, *Is Cancer A Deficiency Disease?*

ASTHMA—IS CLIMATE THE ANSWER?

This important article evaluates the medical research done on this subject and outlines a program which all asthma sufferers will find most helpful.

TRANQUILIZERS—NEWEST WONDER DRUGS. Just about everywhere, you see or hear the word "Tranquilizers"—the drug that's supposed to help bring "peace of mind." How safe are they? Are they really effective? PREVENTION's editors give you the full story.

COUPON FOR A FRIEND!

Take advantage of this wonderful offer for yourself by using the enclosed order card and envelope. Then pass the circular along to a friend, so he, too, can benefit by using this coupon.

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☐ 10 months at \$1.75

☐ 20 months at \$3.50

You will send me, free of charge, "How to Eat for A Healthy Heart." With the 20 month offer, you will also send me, "Stop Asking to Be Sick."

☐ Remittance enclosed

☐ Bill me

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continued next page

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COLDS ARE BECOMING RARE

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THANKS A MILLION

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"The health of my family has greatly improved."—Mrs. W. W. L., Clarksville, Tenn.

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The magazine that has put thousands of readers on the road to better health...

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I enclose a check (or money order) for \$5.95. Please send me, postpaid, a copy of your 928-page book, THE HEALTH FINDER, with the understanding that if, on examination, I do not believe it will be worth many times its cost to me, I may return it within 15 days for a full refund.

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To find out what our readers say, please turn page 4

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Thousands of families are using the HEALTH FINDER. Here are a few of the many favorable comments we have received—

"What HEALTH FINDER article helped you most?"

ACIDOSIS

"It showed me clearly the proper diet to use to maintain alkalinity and to avoid the use of soda and other so-called 'remedies.'—Mrs. C. L. Strong, Chicago, Illinois.

ACNE

"My 14 year old boy has been troubled with an acne condition on his face. For the past two months he has followed your recommended diet. His face is now practically clear of pimples."—Joseph P. McGrath, Lowell, Massachusetts.

ALLERGY

"This article explained more about this condition than I had found elsewhere. I have had an allergy since an almost fatal illness when ten."—Mrs. W. H. Z., Detroit, Michigan.

DANGERS OF ASPIRIN

"I wish all parents could read this article on the dangers of aspirin."—Mrs. Ruth M. Paetz, Melrose Park, Illinois.

BLOOD SUGAR

"This was the article that I needed the most! I was subject to depressed moods, nervousness, headaches, etc. Now I understand better how I work inside, and can control how I feel. This is a wonderful relief. One of my good friends had the same experience."—Aline Matthews, Columbia, Mo.

BONE MEAL

"The article helped me to see that I needed bone meal badly—I am taking plenty now."—Mrs. M.C.N., Saginaw, Michigan.

"I don't know if it's the bone meal or brewer's yeast or maybe both, but I am not as nervous as I used to be."—Mrs. Howard Wiley, Kansas City, Missouri.

"Since taking bone meal I have gained strength, and my hair is shiny instead of so very dry and lusterless."—Mrs. W. H. Z., Detroit, Michigan.

BREAD

"Got rid of all my headaches and dizziness by eliminating from my diet all by-products of white flour."—Charles C. Graham, Swansea, Massachusetts.

BREWER'S YEAST

"THE HEALTH FINDER supplies excellent advice about brewer's yeast. It helped me."—F. L. P., Opelika, Alabama.

"I have always been thin and anemic. Since studying THE HEALTH FINDER and taking brewer's yeast I feel very much better, have gained weight and my health has improved in every way. My blood count has gone up and has stayed up."—Hazel M. Stancill, Benson, Maryland.

"Never realized its importance before."—Mrs. M. C. N., Saginaw, Michigan.

CALCIUM

"So many of my friends were low on calcium, and this article lists all the sources of calcium in such a way anyone can get the amount needed."—T. D. Hebdon, Idaho Falls, Idaho.

CANCER

"I certainly shall try to live up to the recommendations in this article as I believe cancer is a disease of civilization and everyone should become aware of what they are heading for these days."—Mrs. H. G., Manchester, New Hampshire.

"This chapter I have read aloud to my wife twice because it contains so much pertinent information. If one of our relatives could have seen this article ten years ago and followed its recommendations, she probably would not now be dying of cancer of the bones and nerves."—Joseph P. McGrath, Lowell, Massachusetts.

"The dread of this disease is relieved by your articles."—Archibald C. Downie, Chelsea, Michigan.

"Before my Mother died of Cancer, I knew absolutely nothing at all of this disease. We always thought of it as some vague, terrifying disease that you heard of others dying from, but we never realized it could strike in our family also. But since my Mother's death I read every article I can obtain on the subject and hope I can prevent it from ever reappearing in our family again."—Mrs. S. Z., Washington 20, D. C.

CHILDBIRTH

"Read while carrying fourth child. Had a better understanding of it."—Mrs. F. S., Chicago, Illinois.

COLDS

"Always used to have from one to five severe colds a year due in part to my confining occupation. Since practicing the non-use of soap and the use of vitamin supplements as recommended in your HEALTH FINDER, I have not had a cold since."—Mrs. R. M. H., Rock Falls, Illinois.

"I have reduced my own colds 90% by proper diet and organic foods."—Mrs. H. G., Manchester, New Hampshire.

CONSTIPATION

"The reason I picked the above article for first choice is because I thought I was branded with this ailment for my entire life. I can hardly believe I am not constipated any more. I can kiss my chronic headaches goodbye for life. I believe brewer's yeast played the major role."—Charles C. Graham, Swansea, Massachusetts.

DESICCATED LIVER

"I never fully realized the importance of this type of food until I began to use it in certain cases, and saw the successful results."—Dr. S. M. L., Plentywood, Montana.

GARLIC

"I first looked up Asthma. I knew well I had it and you didn't prescribe any medical aid. But you did tell about aspirin and asthma, so I was sure of the cause as I had been taking aspirin. So I could sleep nights until the dentist's convention was over. I had a light attack of asthma years ago. Aspirin renewed it, according to you, and Garlic Perles relieved it. So, thanks to your HEALTH FINDER, I discovered both cause and remedy."—S. L. Dryden, Golden, Colorado.

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I enclose a check (or money order) for \$5.95. Please send me, postpaid, a copy of your 928-page book, THE HEALTH FINDER, with the understanding that if, on examination, I do not believe it will be worth many times its cost to me, I may return it within 15 days for a full refund.

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POLIO

"The facts about polio and diet are astounding and every mother should know these facts and then judge for herself." — Mrs. H. G., Manchester, New Hampshire.

"Before your ideas began to come my way, I was afraid of germs and diseases. Now my fears are gone, I just don't worry about them anymore." — Aline Matthews, Columbia, Mo.

"This article helped me to understand and not fear polio, and helped me make my decision against giving my children the polio shots." — F. S., Chicago, Illinois.

PREVENTIVE MEDICINE

"This article is my first choice because it stresses the *positive*; what to do to build health, and not what to do to suppress symptoms." — Mrs. M. Ethel Ash, Grandview, Missouri.

SALT

"I have practically eliminated it from my diet and so have less sinus trouble." — Mrs. Albert Herbert, St. John's Michigan.

"In my practice, I handle a number of patients with cardiac and associated vascular disturbances. The restriction of salt intake is mandatory in many cases and advantageous in all cases. THE HEALTH FINDER is a valuable source of information to me and I use it every day. I wholeheartedly agree that a return to a more natural source of foods and supplementation will be a prominent therapeutic weapon with doctors of all fields of

healing in the very near future." — Dr. R. A. Aker, D. C., Woodville, Mississippi.

SUGAR

"The reason I chose this subject was due to the fact that in my practice one runs into symptoms of fatigue and that 'let down' feeling, as it is often called. In a great percentage of cases this trouble is caused by using too much sugar." — Dr. S. M. L., Plentywood, Montana.

"I find mosquitoes do not feed on me so much when I cut down on even the raw sugar." — Mrs. Albert Herbert, St. Johns, Michigan.

SUNFLOWER SEEDS

"My eyesight improved 50%." — R. G., Baltimore, Maryland.

"We are both eating them every day, and it really does help our eyes." — Mrs. Howard Wiley, Kansas City, Missouri.

"Having suffered from tired eyes for some time, with a tendency to a cataract in my left eye, this article caught my immediate attention. I have been eating them now for only a few weeks and even in this short time, there is marked improvement. The relief to my mind is life-giving, and my general health is better. If only as a matter of prevention, I would advocate eating sunflower seeds." — Miss A. M. W., Chicago, Illinois.

"Sunflower seeds are so wonderful, that I keep telling my friends and anyone else I think will benefit. I have seen for myself

what grand results you can have. Your splendid write-up on sunflower seeds gives a person something tangible to think about; it's certainly worthy of everyone's reading." — Mrs. S. Z., Washington, D. C.

ULCERS

"Got rid of a peptic ulcer." — Charles C. Graham, Swansea, Massachusetts.

VITAMINS

"If that were the *only* article in the book; I think a person, by thoroughly reading it, could arrange their health program to be in perfect condition." — Mrs. Albert Herbert, St. Johns, Michigan.

"The article on vitamins has done more for me than doctors have done in the past six years. I have had an allergy which they could not help... YOUR BOOK IS WORTH TEN TIMES ITS COST." — Mrs. W. H. Z., Detroit, Michigan.

"I feel that this article will help me keep my family in good health. It is the most helpful article I have found on vitamins yet." — Mrs. H. G., Manchester, New Hampshire.

VITAMIN E

"My husband has heart trouble and I believe that vitamin E and brewers yeast has helped him more than anything he has ever used. His heart used to pound so hard while sleeping, but it doesn't any more and he doesn't tire so easily. That alone is worth many, many times the price of the book." — Mrs. Harold Wiley, Kansas City, Missouri.

fall into by buying the well-advertised foods and beverages, many of which are detrimental to our health, but of which we have had no source of knowledge, before." — Mr. R. M. H., Rock Falls, Illinois.

WORTH MANY TIMES PRICE

"About one month ago I bought your book, THE HEALTH FINDER. It is wonderful, and worth many times its price." — Mrs. R. L. B., Sand Springs, Oklahoma.

TURNED TO OFTEN

"THE HEALTH FINDER is where I can turn to it in a moment, and is far more often turned to than the dictionary. And if I talk with a *doubter* I can use my choicest book to back up my statement. Yes, it is a valuable addition to my shelves—not for its cover but for its actual information. Thank you for your efforts in bringing all this important collection to the public." — Mrs. Albert Herbert, St. Johns, Michigan.

HELPS FAMILY OF FOUR

"I put the healthful suggestions of THE HEALTH FINDER into practice for my family of four." — Jas. L. Hoerdmann, Peoria, Illinois.

NEBRASKA DENTIST

"We are ardent followers of yours and no one could ever change us. Your articles ring so true, and how glad we are to have someone like Editor Rodale to put us wise. Definitely you are on the right track." — Dr. Frank T. Lopp, Lincoln, Nebraska.

HEALTH FINDER WORTH MORE

"Your HEALTH FINDER is worth a great deal more than I paid for it. I would not part with it for any price." — Mrs. M. R. B., Altadena, California.

GIVES READER INSIGHT

"It not only gives a person the insight on certain symptoms and diseases but gives him an idea of how to prevent the different types of illnesses, and tells him how to live in this age of use of so many chemicals, synthetic and denatured products which can and do bring illness to mankind." — Dr. S. M. L., Plentywood, Montana.

IT'S A MONEY SAVER

"Within one year before purchasing THE HEALTH FINDER I bought, on approval, two expensive volumes called 'doctor books.' The more expensive one amounted to a testimonial to about 200 doctors. The other book was not very comprehensive. Both books told me if I had the ailment described I should go to a physician who would administer modern drugs.

"Now I have a family of seven, and a moderate income that does not permit me to go to physicians except in emergency. What I must do is exercise every ounce of *prevention* possible. For me, THE HEALTH FINDER is a money saver and maybe a life-saver." — Joseph McGrath, Lowell, Massachusetts.

LEARNS MANY THINGS

"It is most educational. One can read any article and be much better informed on that subject. I learned many things I never knew before." — Mrs. J. W. M., Olivet, Michigan.

SAVED DENTIST'S BILLS

"It has taught me how to take care of myself, what foods to eat, and what foods not to eat. It has paid for itself many times in the short time I have had it. It has helped many of my friends with their health problems. I am so thankful there is such a book as THE HEALTH FINDER." — Jenny Lyngstad, Minneapolis, Minnesota.

A WEALTH OF INFORMATION

"It contains a wealth of information that never gets to the public through newspapers and magazines." — Mrs. M. C. N., Saginaw, Michigan.

HELPS YOU UNDERSTAND

"There are too many interesting articles in THE HEALTH FINDER to really say which is the best. The best thing about THE HEALTH FINDER is the way it helps you to understand how things work. Understanding a situation is 90% of the battle. Even in religion this principle is stated, 'Give me understanding and I will keep Thy Law.' When you know what a thing will do to you, the temptation to do something harmful just vanishes! One other thing I appreciate is the open-minded attitude of the book. I use it often and with satisfaction." — Aline Matthews, Columbia, Mo.

TOO VALUABLE TO RETURN

"We are enjoying very much the reading of your grand book, THE HEALTH FINDER. We got it 'on approval' but we can't afford to return it—it's too valuable healthwise." — Miss Elvera Petersen, Pekin, North Dakota.

SAVES MONEY AND WORRY

"Since there are four children in my family I have been concerned about health and keeping expenses at a minimum. I firmly believe that the effort I expend in growing much of my food and the money I spend on food supplements is very worth while. It is a *positive* approach to health which relieves one of much worry over the ills of the age so common to us all. I'm sure this method saves me money by lowering my *negative* expenses to doctor and dentist." — F. S. Best, Berkley Heights, New Jersey.

THEIR HEALTH IS BETTER

"This book has meant more to my family and I than any other book except the Bible. We have had better health than we have had for years. We have been searching for a book of this kind. We wouldn't part with it at all." — Sam Shoemaker, Jackson, Mississippi.

RELIABLE AND INSTRUCTIVE

"I find it a reliable and instructive reference work to turn to in my search for better health and better living." — Hazel M. Stancill, Benson, Maryland.

WORTH MANY TIMES COST

"It is going to be worth many times more than I paid for it. While I have had it only a short time, already I have learned a great deal about correct diet and have had many health questions answered. I am truly glad I bought THE HEALTH FINDER and wish everyone would do the same—we would see a great change in the health of our beloved nation if that were the case." — Mrs. E. H. Melone, Downers Grove, Illinois.

FEELS BETTER

"I feel better since I have followed your advice." — J. W., Jr., Somers Point, N. J.

DAYS AREN'T LONG ENOUGH

"Through following your organic ideas of composting to enrich the soil, and eating as nearly all organically grown food as possible, I am able to state that never in my life, even as a child or teenager, have I felt more like moving mountains every day—and the days are never long enough for me... I am 43 years old and play tennis with my 22-year-old daughter—and never feel my 43 years for a minute." — Edith E. O'Connor, Bell, Calif.

HASN'T HAD A DAY'S ILLNESS

"Our family hasn't had a day's illness since we started this plan." — B. O., Stockton, Calif.

CAUSES HIM TO THINK

"THE HEALTH FINDER causes me to think, before I eat or drink. Food is the fuel of life and THE HEALTH FINDER lists many foods containing the largest amount of vitamins that are needed to safeguard good health. THE HEALTH FINDER warns against things that are unfit for human consumption. THE HEALTH FINDER advises about practices that are beneficial to health. THE HEALTH FINDER quotes much research and experimental work that has been done by reputable doctors." — F. L. P., Opelika, Alabama.

ACTIVE AT 78

"I am nearing my 78th birthday and my friends marvel at my activity. My HEALTH FINDER is placed where I can open it readily and when some friends need more health knowledge, I ask them to read certain articles." — Etta B. Packhard, Fort Smith, Ark.

PRACTICAL AND SENSIBLE

"The book is the most practical, sensible, comprehensive instruction in health-finding that it was my good fortune to obtain, and I heartily endorse its teachings. Follow the good advice — prevent disease — and enjoy a long tranquil life, free from the many physical handicaps that beset most people." — Mrs. C. L. Strong, Chicago 20, Illinois.

LEARNING HOW TO LIVE

"Through THE HEALTH FINDER, my family of four is learning how to live sanely and safely toward a long, happy life." — Mrs. Ray Traverso, Reno, Nevada.

SAVED MANY DOCTOR BILLS

"Just the fact of having THE HEALTH FINDER handy in case of sudden need makes it necessary. Living with it from day to day, it becomes a physical tower of strength comparable to the Spiritual strength of the Bible. But having followed *Organic Gardening* for ten years and *Prevention* for five years, at the age of sixty I seldom have occasion to use it for myself. My many friends, especially those with children, are happy when I loan it to them. It has saved many a doctor's bill, and of course those who continue to follow its advice will have life-long benefits." — Mrs. M. Ethel Ash, Grandview, Mo.

see back page

"Are you glad you bought
THE HEALTH FINDER?"

IS THANKFUL TO OWN IT

"THE HEALTH FINDER is certainly an encyclopedia of health information. I am very thankful to own it." — Richard Goosen, Bogota, New Jersey.

ABSOLUTELY PRICELESS

"It is absolutely priceless. The value of your HEALTH FINDER cannot be set, or even estimated, by anyone who will buy it, read it, and take it seriously. In my 77 years, no piece of literature outside the Bible has ever got so profoundly under my skin. You are doing a great service to humanity." — Edward L. Thoms, Oak Park, Illinois.

EVERY FAMILY NEEDS IT

"I believe every family should have a copy of THE HEALTH FINDER whether they are ill or not. It has helped us so much and has prepared me to be able to tell my friends just what right foods will do. I wouldn't sell it for many times what it cost, if I were unable to buy another." — Mrs. Harold Wiley, Kansas City, Missouri.

MORE MOTHERS SHOULD READ IT

"I have found THE HEALTH FINDER a regular study course in human nutrition, and also of

value when illness does strike, which happens rarely now. I just wish that more mothers would read this book with an open mind." — Mrs. H. G., Manchester, New Hampshire.

ENJOYS EVERY ARTICLE

"I enjoy every article of your book." — Andrew Bauer, Chicago 45, Illinois.

USES AS REFERENCE

"I am glad to have THE HEALTH FINDER as a reference book, especially when friends with health problems want to talk about them. These are friends who scoff at my attempts of natural living, yet at the same time take the attitude that I am just plain lucky in avoiding illnesses! Showing such friends an article in THE HEALTH FINDER is far more convincing to them than anything I might say." — F. H., East Falmouth, Massachusetts.

WOULDN'T BE WITHOUT IT

"I was so happy with THE HEALTH FINDER and the benefits I have received in this short time! I wouldn't be without it for all the money in the world. I had been ill so long from a back injury; the suffering was so great that I had practically given up. I looked so terrible that my friends have since told me

they didn't expect to see me alive long—but today I look better and younger than in years. Thanks to your wonderful book." — Mrs. M. C. H., Minneapolis, Minnesota.

WANTS TO TAKE ACTIVE PART

"My husband and I would like to take an active part in your campaign for better health for more people." — Mrs. A. B., Los Angeles, California.

NO BOOK HELPS SO MUCH

"No book helps the untrained and unknowing person so much as does your book, THE HEALTH FINDER. My library is as complete on the subject of healing and prevention as any one would care to have. There are many very fine books treating various subjects on prevention and healing—but it is my opinion that the average person who has not devoted a great deal of study and thought on this subject will find himself confused. Anyone with average intelligence can be greatly helped by THE HEALTH FINDER." — A. Heinrichsmeyer, St. Louis, Missouri.

READY HEALTH REFERENCE

"It is the ready reference for good health and prevention of the many pitfalls that we



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Dear Friend:

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I can explain it to you best simply by telling you my ideas, and my state of health in 1949. I was a middle-aged man, and a "heart case". And I was fed up with being "half-sick" all the time. I knew man was not created to be unhealthy. I pledged to myself that I would discover these hidden medical secrets, and that I would dedicate the rest of my life to spreading this information to the millions of folks like myself who dreamed of living a long, vigorous and useful life.

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REPORTS FROM PEOPLE JUST LIKE YOU WHO FOLLOW *The Prevention Method of Good Health*

DOESN'T HAVE COLDS

"I just don't have colds any more after following your many suggestions."—A. B., Denver, Colo.

HELPS PROSTATE DISORDERS

"I found that after reading the article, *Preventing Prostate Gland Disorders*, that the symptoms described were the same that had been annoying me for several months. I followed the advice given and after three weeks began feeling much better. This item alone was worth many times the cost of my subscription."—H. F. A., East Orange, N. J.

NO SICK DAYS ANYMORE

"Since being on the 'health program' I have not had a sick day or even a cold for 19 months now . . . I never felt so good in my life."—L. E. B., Everett, Mass.

MOST INFORMATIVE MAGAZINE

"Any one of your articles may mean the answer to the treatment of many of my patients, as well as myself. I have never read a magazine more informative and straightforward than *PREVENTION*." — Bruce E. Braun, Daytona Beach, Fla.

HAS BETTER EYESIGHT

"There's something else I have to thank you for—better eyesight."—Miss H. L. C., Barnesville, Ohio.

WILL ALWAYS READ IT

"My only regret in respect to *PREVENTION* is that I did not discover it years ago. So long as we can read, we expect to take your magazine." — Truman R. Lee, Salina, Kansas.

REGISTERED NURSE WRITES

"Have been a registered nurse for over twenty years and wish that I could have known about *PREVENTION* years ago."—Miss Louise Carrigan, New Castle, Delaware.

READERS CAN RELY ON IT

"I like the way you document every important statement appearing in *PREVENTION*, thereby making it an authoritative periodical whose statements can be relied on by its readers."—LeRoy W. Crawford, Laguna Beach, Calif.

CONTAINS MORE OF VALUE

"I find every issue of *PREVENTION* since the first to contain more of value than all my medical journals combined."—Wendell Diebold, D. O., Portland, Oregon.

IMPRESSED BY SINCERITY

"Was deeply impressed with the sincerity and ideals with which you present the truths about nutrition."—Dr. S. H., Huntington Park, Calif.

DOCTOR SUBSCRIBES

"I'm a retired physician and after seeing one issue, I subscribed for 3 years. People need information such as you print."—Dr. H. H. M., Ft. Meade, Fla.

BEST MAGAZINE OF KIND

"For the past 15 years I have been reading every health book and magazine I had time for. To my knowledge, *PREVENTION* is the very best of its kind. I gave a copy some months ago to my doctor, who later subscribed to it. He thinks it is grand."—Mrs. Paul Kok, Rt. 2, Sumter, S. C.

GIVES READERS CREDIT

"What I like about your health magazine is its seeming faith in the readers. You seem to assume we have some brains with which to draw conclusions for ourselves."—Mrs. Hodee Edwards, Oakland, Calif.

DOCTOR ENDORSES MAGAZINE

"For fifty years I have been a continuous subscriber to one or more health magazines. None of them has offered me as much valuable information as I have received from *PREVENTION* in the past three years."—Dr. Harry Lee Fording, Portland, Ore.

ALL THE MONEY IN THE WORLD

"I want you to know that I would not take all the money in the world for the information you have given me. Even more valuable has been the training to think for myself on matters of good health. I sincerely appreciate what you have done for me and my family."—Gregory Good, Dallas, Texas.

HEALTH IS MUCH IMPROVED

"My health in general is much improved since I have been reading *PREVENTION* and following a number of its suggestions."—J. L. Calvert, Drumright, Oklahoma.

ONE ARTICLE PAYS FOR IT

"Just one article pays for the magazine."—F. W. Lang, Paso Robles, Calif.

FEELING MUCH BETTER

"I have been living and feeling much better since reading and following the advice of *PREVENTION*. I'll never be without it."—Tony Leman, Standard, California.

YOU'LL READ IMPORTANT HEALTH ARTICLES LIKE THESE:

THE VITAMIN STORY. Here is a study of all the known vitamins, the reason why we need each for good health, and a list of foods and food supplements in which each is most plentiful.

HEART DISEASE AND ITS CONTROL. If you or one of your family or friends are afflicted with heart trouble, be sure to read this vital information about how to reduce high blood pressure as well as other ways to protect the heart.

HOW TO IMPROVE YOUR ABILITY TO LEARN. Here are facts on how your diet influences your mental health.

THREE SUGGESTIONS FOR REDUCING. People need special diet plans for their special problems. To help you, *PREVENTION*'s editors offer three basic suggestions to give you some ideas for your own reducing programs.

HOW TO PREVENT ARTHRITIS. Millions of Americans, apparently tormented with arthritis or rheumatism, have made a best-seller of the book, *Arthritis and Common Sense*. In this report, our staff gives its suggestions for preventing this painful trouble.

PREVENTING VARICOSE VEINS. An almost universal complaint after middle age, varicose veins can and should be prevented. Learn the simple rules for standing, sitting, and lying down that will help you avoid this common condition.

TRANQUILIZERS-NEWEST WONDER DRUGS. Just about everywhere, you see or hear the word "Tranquilizers"—the drug that's supposed to help bring "peace of mind." How safe are they? Are they really effective? *PREVENTION*'s editors give you the full story.

HOW TO PREVENT ASIATIC FLU. *PREVENTION*'s editors believe that Asiatic flu can be prevented by means other than injections. This special report outlines a method that gives you the best protection.

FOOD SUPPLEMENTS FOR EXPECTANT MOTHERS. Tests by medical experts reveal that a good diet can improve the mental ability as well as the health of the unborn child.

A NEW THEORY ON THE CAUSE OF CANCER. Two medical researchers present a fascinating theory of "something which is lacking" being the cause of cancer. Their report discusses the vital question, *Is Cancer A Deficiency Disease?*

WHAT RADIATION MEANS—TO YOU. Here's the complete story on radiation—not just the medical slant or the bomb problem, but the story of radiation from its undervalued birth to its awesome future.

ASTHMA—IS CLIMATE THE ANSWER? This important article evaluates the medical research done on this subject and outlines a program which all asthma sufferers will find most helpful.

THE BETTER TO SEE YOU. Here are some simple hints that can help you in correcting any major mistakes in your lighting at home. This advice might save you and your family needless strain on your eyes. Another article describes a new system of eye exercises designed to help you relax and see more easily.

OTHERS OF THE HUNDREDS OF HEALTH ARTICLES THAT HAVE APPEARED IN PREVENTION:

Stop That Tired Feeling
Diabetes in Modern Times
Be Sure about Surgery
Is There A Male Change of Life?
How Much Sun Do You Need?
How Many Tonsillectomies Are Necessary?
Diet Can Prevent Ulcers
Can You Save Your Heart?
How to Conquer Underweight
A Cure for Cancer?
How to Avoid Insomnia
Can Rheumatism Be Prevented?
Preventing Foot Disability
Menopause and Vitamin E

PREVENTION MAGAZINE

Emmaus, Penna.



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Dear Friend:

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THOUSANDS PROVE THAT MY NEW HEALTH PROGRAM WORKS WONDERS FOR THEM ALSO

Today I am the picture of health. Now I can walk 10 miles without a chest pain or fatigue. I run up and down the two flights of stairs to my office ten times a day without breathing hard. And what I can now do, others discover they can do also. Read these reports from people just like you who follow the PREVENTION METHOD:

"How I wish that someone would have told me about *Prevention* long ago."

Mrs. J. F. Clarke
Central City, Neb.

"Your subjects could be 'dry as dust' but the way you handle them holds a person's attention and convinces him."

Harold Nutter
Newark, O.

"I am delighted with *Prevention*. I started out with the first copy and look forward to its coming. I would not be without it."

B. R. Spear
Azusa, Calif.

"One issue is worth more than the price of a year's subscription to me."

Fred A. Prothers
Wayzata, Minn.

"I have recently subscribed to *Prevention* and I honestly say it is the most valuable publication I have ever read."

Victor Obenrauch
Chicago, Ill.

"My husband rather poked fun at first at *Prevention* (not having read it) but now! He is one of your 100% readers, and even gets rather excited upon receiving a new issue of your wonderful magazine."

Mrs. Charles Dyall
Mt. Pleasant, Iowa

"... thank you for the excellence of your magazine. We have profited a good deal from it, and enjoyed it too."

Mrs. John F. Reihl
Los Angeles, Calif.

"Some months ago I subscribed to your wonderful magazine, *Prevention*. I find it more and more interesting every month and read it before the other magazines that come to my home ..."

Henry D. Dufresne
Putnam, Conn.

"For over a year now I have been a subscriber to *Prevention*—and I'd like to tell you that you are doing a wonderful service for the public by publishing this truly great magazine."

Ruth M. Paetz
Melrose Park, Ill.

"Your publication contains many thought-provoking and precedent-crushing articles."

Michael O'Flaherty
New Orleans, La.

"I have been reading *Prevention* magazine for the past five months and think that it is just wonderful."

Mrs. Adelbert Massey
Quincy, Mich.

"Keep up the good work, and may your magazine continue to help others as it has helped me."

Lloyd Reade
Penticton, B. C.
Canada

"I like *Prevention* magazine because it saves me a lot of detail work in looking for information concerning the prevention of illness."

Christian J. Faith
Denver, Colo.

"I certainly enjoy your wonderful magazine."

Mrs. Ruby Mortense
Marshall, Wash.

"Really find *Prevention* magazine very enlightening and helpful. ... Would not want to miss an issue of it."

Miss Fredena Spengler
New York, N. Y.

"The knowledge and information I have gained from reading *Prevention* is greatly responsible for my enjoying better health."

Joseph N. Merchant
Allston 34, Mass.

"... may I thank you for the fine work your magazine is doing in the field of preventive medicine."

Mrs. V. K. Loutsis
Brooklyn, N. Y.

"*Prevention* is an excellent magazine and I wish every family subscribed to it — the nation's health would improve greatly."

Mrs. F. K. Garrett
San Diego, Calif.

"I wish to thank you for the knowledge that comes through reading your wonderful magazine, *Prevention*."

Al Dernook
North Bend, Ore.

"Thank you; and permit me to add my sincere word of praise to the hundreds of others for the splendid and valuable magazine you have created. I await it eagerly each month."

Edythe Braff
New York, N. Y.

TODAY, DOCTORS SPEAK OUT FOR PREVENTION!

"I am happy to renew my subscription for *Prevention*. It is the best magazine on health that comes, or ever came into my office. It's always chock-full of good things for better health."

Dr. A. G. Kruschwitz,
547 N. William St.,
Marine City, Mich.

"I want to congratulate you for the good you are trying to do with *Prevention*. I tell my patients it will pay for itself many times if they will follow it, assuring them they can save themselves many doctor bills thereby. I certainly have appreciated the information I have received in *Prevention*."

Dr. L. W. Trowbridge,
Dixon, Ill.

"I think very highly of *Prevention*. It should be read by every person interested in good health. I advise my patients to subscribe for it."

H. E. Vaughan, M.D.,
Tower Petroleum Bldg.,
Dallas, Texas

"Congratulations on your phenomenal growth of *Prevention*. It is a magazine that fills a definite need and ought to be read by everyone."

George A. Swendiman, D.D.S.,
Grand Forks, N. D.

"*Prevention* is worth its weight in gold."

N. S. Hanoka, D.D.S.,
Buffalo, Miss.

"You are doing a great service to humanity with your publications. If read diligently they teach a great deal of truth about commercialized foods. ... You have my full permission to use my statement in educating the general public on the research you have made on food and its relation to health."

Dr. M. E. Kelley,
4309 Yates St.,
Denver, Colo.

"I wish to congratulate you for turning out such an informative magazine. I read it from cover to cover."

Dr. John S. Leith
Schenectady, N. Y.

DOES A DOCTOR HAVE TIME TO READ THIRTY MEDICAL JOURNALS A MONTH?

Most doctors I know are so busy treating sick people, it's a wonder they even have time to read the papers. Most doctors probably read the facts on HOW TO TREAT YOU WHEN YOU ARE SICK, because they are conscientious men. But has your doctor outlined a program for you to follow that will help you get well and stay well?

PREVENTION MAGAZINE gives you scientific information that can help you be healthier and stay healthier, information that may save you big doctor bills. To bring you these little-known facts, PREVENTION's expert staff reads thirty scientific medical journals every month. These sources keep PREVENTION lively, up-to-the-minute, vital and alive, packed with expert facts written in simple language.

HERE ARE THE FACTS YOU GET IN PREVENTION

Why many foods you eat do you more harm than good.
How poison food sprays are dangerous to your health.
What vitamins are essential to keep your heart working right.
The healthy way to take weight off or put weight on.
What vitamins you need to stay healthy.
What foods you should eat to have more pep and energy.
What kinds of vitamins are best, and why.
The true facts about organically-grown foods.
The way to prevent and control disease through nutrition.
The effect of vitamins and miracle drugs on your body.

HERE IS HOW YOU CAN HAVE THIS VITAL HEALTH INFORMATION AT YOUR FINGERTIPS

Simply by subscribing today to PREVENTION MAGAZINE at this no-risk, introductory offer. Act at once, and you get the next ten issues at exactly half-price off the regular single copy rate. You pay only \$1.75 and you risk absolutely nothing. At any time during the next 10 months, if PREVENTION doesn't help you feel better, live better, eat better, think better, tell me and your money will be returned immediately. No other health magazine published today makes this daring money-back guarantee. We can make it because we know that once you discover the new PREVENTION way to better health, you will continue to subscribe year after year.

GET SPECIAL FREE BONUS FOR ACTING NOW

You not only save \$1.75 on the usual PREVENTION cost, but if you act within the next 14 days, I want to send you absolutely free the informative booklet, HOW TO EAT FOR A HEALTHY HEART. At a time when heart trouble pops up in persons who appear to be completely healthy, this free booklet might be a life-saver for you. Don't miss out.

You'll learn about a method for preventing heart disease ... what the proper diet and exercise can mean to you in the way of a longer and healthier life. This booklet will show you: what foods to avoid; what vitamins are essential to keep the heart functioning properly; and how a few easy-to-make changes in your present living habits can add years to your life.

WHY DO WE MAKE THIS AMAZING FREE OFFER?

Simply to introduce new readers to PREVENTION. We know what PREVENTION has done for others it can do for you. You'll get the facts you need on preventing disorders, diseases and vitamin deficiencies before they get started. You discover satisfying solutions for all your health problems — big and small. You'll learn how to plan more nutritious meals and cut down on family medical bills. Best of all, you receive valuable tips for leading a healthier life — which means you will enjoy life to the fullest. No longer need you be burdened by fear of how to deal with health troubles.

MAIL YOUR ORDER IN THE ENCLOSED ENVELOPE
— WE PAY THE POSTAGE —

If you think I am asking you to buy a magazine — save your money. When you mail your order today you are discovering new peace of mind and security. You are giving yourself a chance to follow the sound methods that have given new health, vigor, and zest for living to thousands of people. We even pay the full postage.

You have everything to gain and nothing to lose in this special short-term, no-risk offer. Send your order today!

Sincerely yours,

J. I. Rodale
J. I. Rodale
Editor

P. S. Here is a special extra gift. The remarkable booklet, "STOP ASKING TO BE SICK," has been prepared especially for new readers of PREVENTION. Every page is designed to give you increased knowledge of the importance of preventive medicine, what it means to you, and how you can effectively practice the simple health principles of PREVENTION in your daily living. I can send this booklet to you free with your double bargain subscription of 20 months for \$3.50 — a saving of \$3.50 on the usual single copy rate. There's no need to send any money now. You can be billed later if you wish.



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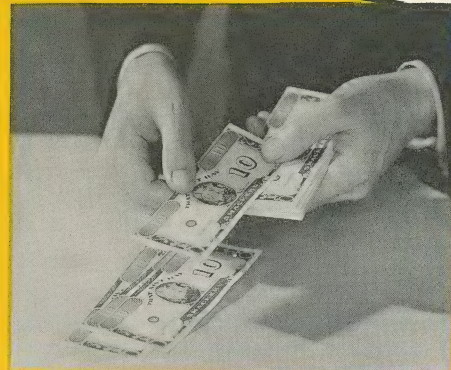
I can explain it to you best simply by telling you my ideas, and my state of health in 1949. I was a middle-aged man, and a "heart case". And I was fed up with being "half-sick" all the time. I knew man was not created to be unhealthy. I pledged to myself that I would discover these hidden medical secrets, and that I would dedicate the rest of my life to spreading this information to the millions of folks like myself who dreamed of living a long, vigorous and useful life.

WHERE ARE THESE HEALTH SECRETS HIDDEN?

In authentic, scientific research! That is right. As I searched for the knowledge to make me well, I discovered there was nothing "Nutty" about my idea at all. I found, hidden away in scientific journals, a wealth of facts that have practically created a revolution in ideas about HOW TO PREVENT DISEASE. All that was needed was to put these scientific facts together in an easy-to-understand, easy-to-follow way. That is what I did. NOW, AT LAST, PREVENTION MAGAZINE GIVES YOU A SIMPLE HEALTH PROGRAM THAT MAY MEAN THE DIFFERENCE BETWEEN LIFE AND DEATH TO YOU.

What do you want from life?

BETTER HEALTH can mean a lot to you, personally. Have you ever stopped to think that all of the good things in life depend upon *good health*? Take a minute. Be honest with yourself. Wouldn't you like to enjoy one or more of these rewards of good health?



More money?

Good health, and the abundant energy that goes with it, is perhaps the most important requirement for success—and the larger income that goes with success.

Popularity?

Have you ever noticed how healthy people have a sort of magnetism that makes them attractive to others—of both sexes?



Community life?

Are you "just too tired" to take a full part in the life of your community? Do you turn down invitations from your friends because you don't feel "up to" mingling with people and having a good time?



Leisure?

Do you enjoy your leisure moments as much as you should? Or are you so tired you spend most of your leisure time in resting and sleeping? *Good health* gives you the zest you need to enjoy your hobbies—and leisure time with your family and friends.



Better appearance?

Good health can improve your appearance more than all the lotions and potions ever concocted. Have you tried it?

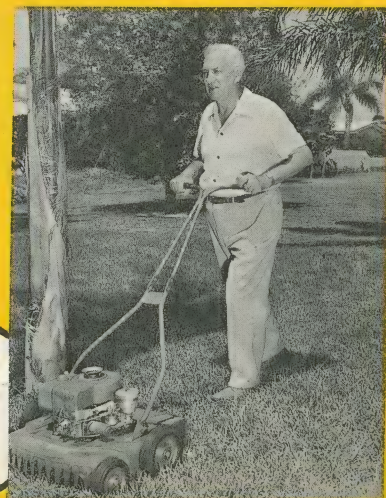


Enjoyment of life?

Are you bored and discontented because you "don't feel well"? Isn't *good health* the "magic" that will overcome these troubles? Life can be fun.

Grow old gracefully?

If you are past the "prime of life," good health is especially precious. Many of our finest HEALTH FINDER testimonials are from older people who are enjoying the best years of their lives because of their excellent health.



Turn page for important message ➡

Prevention

the magazine devoted to the conservation of human health

Emmaus, Pa.

AT LAST! THE TRUTH ABOUT HOW TO STOP DISEASE...

Dear Friend:

Here is your chance to subscribe to Prevention magazine at the half-price introductory rate of:

10 months for \$1.67

We are giving you this 50% discount for the next two weeks only because we want as many people as possible to read our next 10-idea-filled issues.

This special introductory rate is offered with a no-risk, money-back guarantee: If after reading your first few issues of Prevention — or even after you have received all ten issues — you do not feel that your money was well spent, we will promptly refund the full amount to you. That's how confident we are you'll like it.

Prevention will bring you sound, practical advice on how to stay healthy. In the pages of Prevention, you'll find the rules you must follow in order to maintain a body strong and healthy enough to resist disease. You'll learn:

- ...the effects of chemicals in foods on your health
- ...how to lose and gain weight through diets
- ...the necessary dietary supplements for a healthy body, such as bone meal, dry liver, wheat germ, rose hips, etc.
- ...the facts about organically grown foods
- ...the way to prevent and control disease through nutrition
- ...the effects of vitamins and miracle drugs

...and much more practical information based on careful, medical research — gathered from all over the world — which will put you and your loved ones on the road to a long, healthy and happy life.

In the four years that Prevention has been published, many thousands of readers have discovered a new life — free from sickness. They have found Prevention to be the only practical source for this information — and they depend on the monthly issues to keep them properly informed.

(please turn page to other side)

continued from inside

Is there any danger in the use of ACTH and cortisone? (pages 21 and 285-6-7).....
Do you suffer from one of the diseases that make air travel dangerous? (page 29).....

ABOUT ALCOHOL

What is the truth about alcohol? Does it warm you? Cause hardening of the arteries? Is it a food? Does it shorten life expectancy? (page 31).....
If you suffer from indigestion, should you drink milk? (page 36).....
Some things you should know about the dangers of antibiotics (page 43).....

ARTHRITIS

What part does emotional stress play in arthritis? (page 58).....
What conditions is brewers' yeast good for? (page 139).....
An old-time family doctor's method of insuring good teeth for babies (pages 151-2).....

CHEMICALS AND LIFE

How much chemical can the human body stand? (An important article on the wide-spread use of injurious chemicals in American life) (pages 191-2-3-4-5-6-7).....
Some reasons for not allowing children to chew gum (pages 221-2).....
Cure used by a British physician for shingles and chilblains (pages 224-5).....
Foods rich in choline, the vitamin that helps prevent hardening of the arteries (pages 232-3).....
Health rules in the Bible (pages 304-5).....
Beware of the artificial sweeteners, Dulcin and P4000 (pages 311-12).....
Eczema caused by use of a pair of lined rubber gloves by a housewife (page 315).....
Experiments of Dr. Kouchakoff concerning "intestinal flora"—and what these experiments may mean to your health (pages 371-2-3).....

INOSITOL DEFICIENCY

Do you suffer from a deficiency of inositol, one of the B complex of vitamins? (page 433).....

Foods which are rich in inositol (page 435).....
Foods that are contaminated by DDT and other chemicals, and what can be done about it (pages 436-7-8-9).....
Favorable results one woman had with a sugarless and starch-poor diet; how she eliminated common colds, and increased her energy greatly (pages 769-70).....

EASILY DIGESTED FOODS

What foods are easily digested by those who suffer from indigestion and other stomach ailments? (page 37).....
Is the ordinary whole wheat bread made by bakeries better than ordinary white bread? (page 117).....
Recipe for making your own whole-some bread (pages 121-2-3).....
What is the calcium content of common foods? (pages 150-1).....
How "agene" affects heart, brain, nerves, and stomach (page 24).....
What can we do to prevent the common cold? (pages 255-6-7).....

BREAST-FED BABIES

Some facts about the breast-feeding vs. bottle-feeding of babies (pages 127-819).....
How should you go about treating a stomach ailment? (page 35).....
The B vitamin riboflavin as a treatment for psoriasis (pages 661-2).....

NOTICE!

If you want the *best*, we heartily recommend the Deluxe Thumb-Indexed Edition of the **HEALTH FINDER**. It costs a dollar more, but it is worth the price a hundred times over in extra convenience and usefulness. Many people have bought a *second* **HEALTH FINDER**—just to get this Thumb-Index feature.

J. I. Rodale

In addition to the **HEALTH FINDER** Mr. Rodale has written the following books on various phases of healthful living: *How to Eat for a Healthy Heart, This Pace Is Not Killing Us, Poison in Your Pots and Pans, Are We Really Living Longer?, Bone Meal for Good Teeth, Is Our Intelligence Declining?, The Nutritional Way to Stop Smoking, Twenty Ways to Stop Smoking, Organic Gardening, Organic Merry-Go-Round, An Organic Trip to England, Pay Dirt, Stone Mulching in the Garden, The Organic Front.*

Comments

"I want you to know that I would not take all the money in the world for the information you have given me."—*Gregory Good, Dallas, Texas.*

"By following your suggestion my health improved."—*E. J. W., Chicago, Illinois.*

"I am very sure that you are the greatest humanitarian in this world. I am sure, by your writings, that you have prolonged the lives of a vast number of people."—*C. Phillips, Hyannis, Mass.*

"Was deeply impressed with the sincerity and ideals with which you present the truths about nutrition."—*Dr. S. H., Huntington Park, California.*

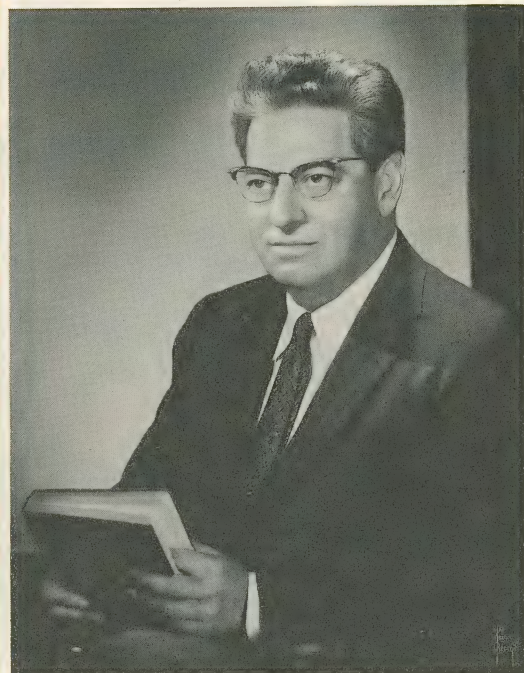
"Our family hasn't had a day's illness since we started this plan."—*B. O., Stockton, Calif.*

"Since being on the 'health program' I have not had a sick day or even a cold for 19 months now... I never felt so good in my life."—*L. E. B., Everett, Mass.*

"My life is now what I'd always hoped it would be but it would never have happened except for the reading of your special article on bread."—*P. S. F., Zanesville, Ohio.*

"Thanks a million for all the good you have done for me and my family."—*W. J. F., Millville, New Jersey.*

"Yours is a missionary work of the highest order. The world is desperately in need of it."—*Mrs. L. Zumstein, Horseshoe, N. C.*



Here are some comments which are typical of the hundreds of letters in our files from grateful subscribers:

"I think very highly of *Prevention*. It should be read by every person interested in good health. I advise my patients to subscribe for it."

H. E. Vaughan, M.D., Tower Petroleum Bldg., Dallas, Texas

"I want to congratulate you for the good you are trying to do with *Prevention*. I tell my patients it will pay for itself many times if they will follow it, assuring them they can save themselves many doctor bills thereby. I certainly have appreciated the information I have received in *Prevention*."

Dr. L. W. Trowbridge, Dixon, Ill.

"I have thanked you before for your efforts toward better health through *Prevention* Magazine. But I feel it a duty to continue thanking you. I can't tell you how grateful I am. And, in the October issue of *Prevention*, your article 'How Much Chemicals Does a Man Need?', well, all people... are indebted to you."

Jean Huntsinger, Rt. 1, Regina, Pa.

"You are doing a great service to humanity with your publications. If read diligently they teach a great deal of truth about commercialized foods... You have my full permission to use my statement in educating the general public on the research you have made on food and its relation to health."

Dr. M. E. Kelley, 4309 Yates St., Denver, Colo.

"I am happy to renew my subscription for *Prevention*. It is the best magazine on health that comes, or ever came into my office. It's always chock-full of good things for better health."

Dr. A. G. Kruschwitz, 547 N. William St., Marine City, Mich.

"My husband rather poked fun at first at *Prevention* (not having read it) but not now! He is one of your 100% readers, and even gets rather excited upon receiving a new issue of your wonderful magazine."

Mrs. Charles Dyall, 301 N. Jefferson, Mt. Pleasant, Iowa

NOW — BIGGER AND BETTER THAN EVER!

Due to its enthusiastic acceptance by so many thousands of health-conscious persons throughout the world, this unique magazine has expanded greatly; up to 128 pages per issue, or double its original 64-page size! And it is filled with the kind of health-giving, health-saving information you can find nowhere else.

TAKE ADVANTAGE OF THIS UNUSUAL HALF-PRICE TRIAL OFFER WITH THE MONEY-BACK GUARANTEE

Prove to yourself that your life can be free of sickness — that you can be healthy and happy and free from worries about your health. You will receive 10 issues for only \$1.67 — and remember, your money back at any time if you're not completely satisfied! Mail the handy order card today!

Cordially yours,

George Bristol

George Bristol
Subscription Manager

P.S. I have also been allowed to make a double-sized half-price offer: 20 issues for \$3.34. That's almost two years of magazines for less than what thousands of people paid for one year subscriptions. And you don't have to send money now. You can be billed if you wish.

COUPON FOR A FRIEND!

After you have ordered your own copy of the **HEALTH FINDER**, using the enclosed order card and envelope, please pass this circular along to a friend, so he, too, can benefit by using this coupon.

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I enclose a check (or money order) for \$5.95. Please send me, postpaid, a copy of your 944-page book, the **HEALTH FINDER**, with the understanding that if, on examination, I do not believe it will be worth *many times its cost to me*, I may return it within 15 days for a full refund. I understand that you will send me your current **FREE** bonus book, which I may keep, in any case.

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CHECK THE HEALTH
PROBLEMS YOU AND
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MAY HAVE . . . ☐

Get out your pencil

A suggestion that may save you scores or hundreds of dollars in dental bills over the years (page 88) . . . ☐

Recommendations for a winter free from common colds (pages 260-1) ☐

A simple, sensible healthful diet for reducing (pages 677-8-9) . . . ☐

What is the most successful preventative and cure for constipation? (pages 278-9) . . . ☐

Will certain vitamins bring back color to gray hair? (pages 405-6-7) ☐

Cancer and nutrition (pages 165-6-7) . . . ☐

Diet for children during polio season (pages 623-4-5) . . . ☐

Is soap the cause of your skin trouble? (pages 735-6-7-8-9) . . . ☐

ULCERS

Prevention of ulcers (page 854) . . . ☐

Is there a simple, inexpensive household remedy that will counteract the craving for alcohol? (page 32) . . . ☐

Eye trouble, and some of the things you can do to help it (pages 331-2-3-4-5-6-7-8) . . . ☐

Heart disease and the use of vitamin E (pages 415-6-7-8-9) . . . ☐

Is it dangerous to take common baking soda or bicarbonate of soda? (pages 74-5) . . . ☐

Use of garlic in treatment of hypertension (high blood pressure) (page 388) . . . ☐

Heart disease and low salt diet (page 415) . . . ☐

Kidneys and kidney disease (pages 444-5-6) . . . ☐

MENOPAUSE

Menopause and vitamin E (page 471) . . . ☐

A simple but effective home remedy for poison ivy (page 572) . . . ☐

Are soft drinks harmful? An article that will surprise you (pages 745-6-7-8-9-50-1) . . . ☐

Vitamin D, the beauty vitamin; how much do you need; sources of vitamin D in daily diet (pages 884-5-6-7-8-9) . . . ☐

How one Massachusetts doctor treats arthritis successfully (pages 58-9) . . . ☐

SLEEPING PILLS

Is there a danger from even a moderate use of barbiturates (sleeping pills) over a long period? (page 75) ☐

Getting the most from B vitamin foods (page 558) . . . ☐

What foods are easily digested by those who suffer from indigestion and other stomach ailments? (page 37) ☐

How should you go about treating a stomach ailment? (page 35) . . . ☐

ARE ASPIRIN HARMLESS?

Do you believe the common aspirin is harmless? (pages 61-2-3-4-5-6-7-8) . . . ☐

Is "low blood sugar" the cause of your faintness, headache, irritability? (page 80) . . . ☐

Laboratory experiments indicating that brewers' yeast and dried liver prevent cancer (page 141) . . . ☐

Harmful effects caused by the use of bromides (page 143) . . . ☐

CALCIUM DEFICIENCY

Are you deficient in calcium? What is the daily requirement, and what is a good source (page 148) . . . ☐

Experiments showing the effectiveness of the B complex of vitamins in preventing the growth of cancer (pages 176-7) . . . ☐

CRAVING FOR ALCOHOL

What effect does diet have on the craving for alcohol? (page 32) . . . ☐

Amount of vitamin C contained in various foods (page 248) . . . ☐

The healthful way to cook (pages 280-1) . . . ☐

Are raw eggs dangerous? (pages 316-7-8) . . . ☐

Connection between the emotions and many kinds of skin irritations and eruptions (pages 324-5-6) . . . ☐

How important is exercise for health? (pages 328-9) . . . ☐

Should fluorine be added to your water supply? (pages 345-6-7-8-9) . . . ☐

How much danger to your health is there in the commercial sprays used by fruit and vegetable growers? (pages 382-3-4) . . . ☐

The garlic treatment for tuberculosis (page 386) . . . ☐

Goiter—what it is, where it occurs, what should be done to prevent it (pages 392-3-4-5-6-7-8) . . . ☐

HAIR CARE

How to take care of your hair (pages 398-9-400-1) . . . ☐

Reasons for a salt-free diet if you suffer from high blood pressure (pages 424-5) . . . ☐

Exciting discovery concerning the use of desiccated liver as a means of preventing fatigue (pages 450-1-2) . . . ☐

Experiments which indicate that liver in the diet helps prevent cancer (page 452) . . . ☐

Which of the health ideas in this amazing book will . . . (1) add years to your life? (2) Give you more energy? (3) Cut down on your doctor and dentist bills? (4) Make you feel better than you ever felt before? (5) Help your family to achieve health and happiness?

Here at last is a new kind of health book! During his years of research, Mr. Rodale has discovered a great store of medical knowledge, mostly hidden away in medical journals and medical archives. This knowledge can help the average person remain *comparatively free of many terrible diseases*. Isn't such a book worth a trial?

TELLS YOU HOW TO STAY HEALTHY

Mr. Rodale was not a healthy man when he first asked himself why it wasn't possible to *learn how to be healthy*—so healthy that we would rarely need to visit a doctor or take medicine—so healthy that we would feel wonderfully alive and happy instead of draggy and half-dead.

Today Mr. Rodale's own glowing health and amazing energy enables him to run a large electrical manufacturing business, edit and publish two rapidly-growing magazines, and write best-selling reference books like *The Word Finder*. His own life gives abundant proof of the success of his quest for health. Furthermore, the radiant health and wonderful energy of thousands of men and women who follow his teachings proves that *he knows how to pass his knowledge along to others*.

The HEALTH FINDER is an entirely new kind of health book because its subject is the *prevention* of disease. It can give you a *wonderful new conception of health*.

Mr. Rodale believes that by observing certain

health rules, we can develop bodies, minds, nerves, muscles and tissues that are more resistant to disease than they otherwise would be. He believes that such health rules are a determining factor in dealing with the degenerative diseases—such as heart trouble, arthritis, and the allergies—which are the *characteristic causes of so much suffering in our time*.

GOOD HEALTH BEGINS WITH GOOD FOOD

In the HEALTH FINDER Mr. Rodale shows why good health begins with the food we eat—why a healthy diet can do much to prevent many of the terrible diseases of the twentieth century. However, Mr. Rodale knows there is far more to good health than just a good diet. He knows that your mental attitude is important, the exercise you take, the way you stand, breathe and sleep, the kind of house you live in, the drugs in your medicine chest, the insecticides you use or do not use, the relationship between you and the folks around you. All of these subjects—and many more—are covered in this big 944-page book, now in its 6th printing and 85th thousand.

WORTH HUNDREDS OF DOLLARS

We sincerely believe that the HEALTH FINDER can be worth hundreds of dollars to you! We believe it will show you how to go through life confident and happy in the knowledge that you can do a great deal to keep yourself and your

family radiantly healthy and full of energy. And the HEALTH FINDER can be valuable to you in another way. It can give you *peace of mind*—a rare feeling these days, when headlines tell us every day of the heavy toll being taken in all walks of life by all kinds of dreadful diseases. The HEALTH FINDER gives you peace of mind by showing you *how perfectly natural it is for you to enjoy that most precious of all possessions—GOOD HEALTH!*

UNCONDITIONAL MONEY-BACK GUARANTEE

You don't have to take our word for the value of the HEALTH FINDER. *It is sold under an absolute money-back guarantee*. If, when you receive the book, you are not convinced that *it will be worth many times its cost to you*, just return it, within fifteen days after you receive it, *for a full refund*. For the sake of your own health, and the health of your family, we urge you to get your copy of the HEALTH FINDER today. You have nothing to lose—and you may have a *wonderful new world of health and happiness to gain!*

Food element in liver may prevent the graying of hair (pages 453-4) . . . ☐
Nutrition and mental health (pages 474-5) . . . ☐

MINERAL OIL

Why you should not use mineral oil as a laxative (pages 491-2-3) . . . ☐

Food and multiple sclerosis (pages 500-1-2-3-4-5-6-7-8-9) . . . ☐

Why we recommend natural vitamins instead of synthetic vitamins (pages 511-2-3-4-5-6-7) . . . ☐

NIACIN DEFICIENCY

Symptoms of niacin deficiency, daily requirements, and foods containing largest amounts (pages 520-1-2) . . . ☐

How to teach your children the value of good nutrition (page 525) ☐

Why some people are too thin (pages 533-4) . . . ☐

What is a B vitamin? (page 557) ☐

Dangers from plastics (pages 563-4-5-6-7-8-9-70) . . . ☐

Amount of vitamin C in various species of roses; where to buy the various species for planting (page 693) . . . ☐

DO YOU USE SACCHARIN?

An article you should read if you use saccharin (pages 696-7) . . . ☐

Saccharin and cancer; saccharin and goiter (pages 697-8-9) . . . ☐

Salt-poor diet as a treatment for sinus (pages 710-11) . . . ☐

Danger of salt-free diet in case of certain illness (page 711) . . . ☐

MOSQUITOES BITE YOU?

Why mosquitoes do not bite some people (pages 764-5-6) . . . ☐

PARENTS: READ THIS!

Polio, and the diet Dr. Sandler recommended during a North Carolina epidemic. A most interesting article for anyone with children (pages 574-5-6-7-8-9-80) . . . ☐

Food and polio (pages 596-7-8-9) . . . ☐
Infantile paralysis and vitamin B deficiency (pages 625-6-7-8-9) . . . ☐
High pulse rate and health (pages 663-4-5) . . . ☐

WHAT ABOUT RAW FOODS?

Why is it healthful to eat raw food as a part of your diet (pages 669-70-1-2-3-4) . . . ☐

Are overweight people more susceptible to disease? (pages 679-80) . . . ☐

How to reduce sensibly (pages 680-1) . . . ☐

Best method of preserving food (pages 683-4) . . . ☐

ACIDOSIS

What is acidosis? alkalosis? (page 12) . . . ☐

Symptoms of riboflavin deficiency, and foods containing the largest amounts of riboflavin (pages 686-7-8) . . . ☐

Polio, its cause and prevention, by Dr. Virgil A. David, New York City (pages 599-603) . . . ☐

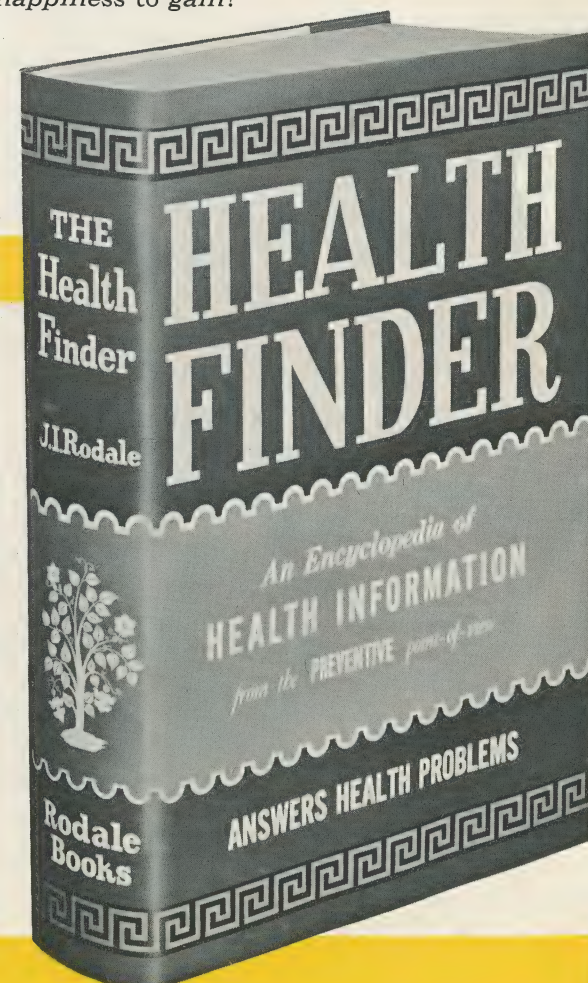
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Can Sex Drive Be Restored With ROYAL JELLY?

AN AMAZING SCIENTIFIC DISCOVERY, just recently made available through the unified efforts of scientists who have, after years of testing in medical laboratories, combined this wonderful substance with eight important and essential vitamins in an easy to take capsule form. The powers of Royal Jelly have been tested over many years. Each year has seen new developments, new proof, as men and women from many countries of the world have begun to feel the amazing benefits of this highly beneficial Queen Bee's Food. (The price of Royal Jelly was quoted as high as \$500.00 per ounce in its initial introduction to the U. S.) Now, thanks to the tireless efforts of research

SCIENCE OVERCOMES DISCOMFORTS OF "CHANGE OF LIFE"

Unhappy, unfortunate men and women with cases of mental tiredness and physical deficiencies may expect wonderful results from the MIRACLE FOOD known as ROYAL JELLY. According to famous medical authorities, "Favorable and usually dramatic results have been obtained in cases of aging men and women."

Not only may remarkable results be expected emotionally, but men and women taking Rojelan Formula 66 may look forward to new vigor and vitality, increased pep, added strength and energy and enjoy a "New Lease On Life."

scientists, a way has been found to make this wonder working miracle food of the Queen Bee available to the public in comparatively inexpensive, easy-to-take, capsule form.

The men of medical science who have experimented with Royal Jelly, claim that Royal Jelly will perform the function of REJUVENATING MEN'S and WOMEN'S WANING POWERS.

ROJELAN Formula 66 Contains Healing Substances . . . Say Many Medical Authorities

Benefits of Royal Jelly as contained in Rojelan Formula 66, scientists found, do not start and stop with sex. They are healing benefits with dazzling possibilities for fighting many human ills. Scores of doctors testify to seeing prematurely aged men and women become energetic and active again in a more youthful way.

No Doctor's Prescription Necessary: Rojelan Formula 66 can be taken with confidence!

It is no longer necessary to take expensive injections or pay exorbitant fees for ROYAL JELLY BENEFITS. You get the much wanted results by taking concentrated ROJELAN FORMULA 66 CAPSULES, daily, according to directions. The capsule dissolves, releasing the super forces of Royal Jelly to go to work immediately inside your own body and help rejuvenate your own natural functions which may have become deficient.

Effects can be felt more quickly with the double potency SUPER-STRENGTH FORMULA—but satisfactory results are ABSOLUTELY GUARANTEED with either formula or your money back. Take as directed and unless you are completely delighted with your progress, your money will be returned promptly on request. **YOU DO NOT RISK A CENT.**

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NEWSDAY, 1955

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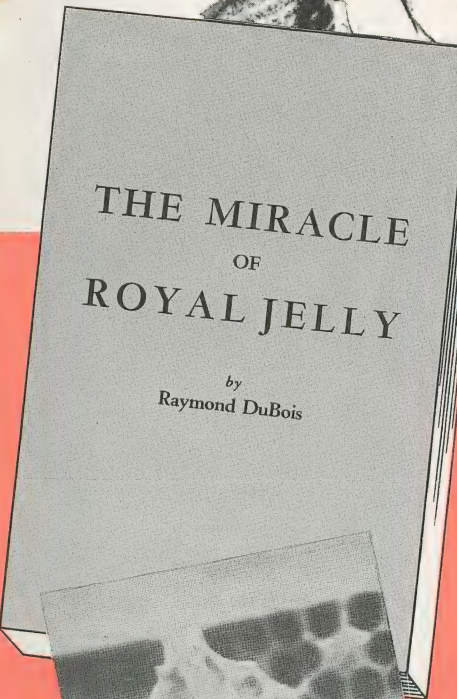
to cure the ills of OLD AGE

BY VIRGINIA PASLEY

From a report published in leading Mexican Magazine, "Tierra"



Is the Secret of Eternal Youth to be learned from the honey bee? Is Royal Jelly, the special food fed to the Queen Bee and perhaps filched from her by the Russian apiarists, the answer? Experiments being directed now by scientists and doctors in this country and abroad may provide the answer before long. Work already completed shows that the special nectar of the queens contains factors that increase both vigor and life span in insects and laboratory animals."



Now read these amazing articles from Leading National Magazines, Newspapers, Syndicated Columnists, Medical Journals, and Reports from Medical Congress which indicate the benefits of ROYAL JELLY, a "living" high energy food, in helping you regain youth and vigor.



Royal Cells in the hive



A hive specially constructed for the production of royal jelly Apigel process



"Life-Giving" Rejuvenation Formula ROYAL JELLY

ROYAL JELLY CONTAINS LONGEVITY FACTOR, says DR. THOMAS GARDNER

Honey and Royal Jelly in historic times have long been associated with a long and healthy life to a greater extent than any other natural product.

In investigating the chemical components of Royal Jelly (as reported in the Journal of Gerontology), Dr. Gardner found that Pantothenic Acid was the primary anti-aging factor. It is interesting to note that the concentration of pantothenic acid in Royal Jelly is about 17 times greater than in pollen.

Scientific tests have proven that pantothenic acid as contained in Royal Jelly has aided in the longevity of the fruit fly, and is presumably one of the factors in Royal Jelly that aids in prolonging the life span of the queen bee.

French scientists now completing their research, promise an announcement of therapeutic value for humans. Our consultants will be among the first to reveal their secret to the public.

ROYAL JELLY ACTIVATES GLANDS of the HUMAN BODY

From a report published in leading Mexican Magazine, "Tierra"

"... however, the doctors do know enough to use Royal Jelly in therapeutic practice as a regenerator of the cells. They recognize the fact that this substance activates the glands of the human body so that it can produce the hormones which are lacking in a sick or weakened body."

Royal Jelly is Better than Hormones, says D. K. Sprado at Medical Congress

"Royal Jelly has been completely successful in certain cases of patients suffering with low blood pressure, with disabilities of the motor nerves and in those who are suffering from climactic sicknesses. Precisely all these maladies have been cured by another more simple means giving to the sick small doses of the secretion of young bees—Royal Jelly."

Amazing New Medical Discovery Wins Approval Before Congress of 5,000 Doctors

The Scientific Basis of the Miracles of Royal Jelly . . . (excerpts from the report):

"... We shall take advantage of the experiments with Royal Jelly . . . It may lead to regenerating the glands of our body and giving us a new life."

"The worker bee lives 6 weeks, the queen 6 years, yet both have the same origin and the same sex. The reason for this great difference in age among the same insects is the worker lives exclusively on honey and pollen from the flowers, while the Queen Bee is fed Royal Jelly."

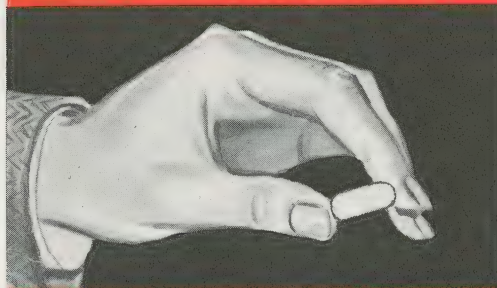
"In spite of numerous efforts made, it has not been possible to make Royal Jelly synthetically, nor to manufacture a product of similar properties . . ."

"The indefinite use of Royal Jelly may be extremely beneficial for human beings . . . In some cases it has produced a state of well being and physical conditions which may improve one's actual appearance . . ."

"Being a natural product, there have been observed no cases of intoxication with this substance or any functional decomposition which happens with the use of serums and hormones at times . . ."

Dr. Boyer de Belverer . . . "Experiments conducted for more than 10 years in France and Italy allow one to accept the fact that Royal Jelly works in beneficial form on the individual and taking it with regularity, one can obtain a positive benefit of greater energy and health equivalent to twenty years of life."

**THIS LITTLE CAPSULE MAY
CONTAIN THE SECRET OF
A NEWER, LONGER LIFE
and REJUVENATED PEP
and ENERGY FOR YOU!**



**LET THIS
"MIRACLE OF NATURE"
WHICH MEDICAL DOCTORS
HAVE ACCLAIMED BEGIN
WORKING FOR YOU
TODAY! START FEELING
GOOD AGAIN!**

"Royal Jelly is produced the year round, and its effects in individual cases have been a sensation of freshness, vigor and lightness, and at times persists even after one stops taking it. In summarizing, if this super-food is the food for the very tired, fatigued, convalescent, and depressed, it may also prove to be the food for all those who want to live more fully and for a longer time . . ."

Life May Begin Again After 40 as Queen Bee's Natural Food Rebuilds Man's Vitality & Drive

Royal Jelly is totally unlike honey, and has baffled scientists since the 1700's. In 1894, some of the mystery was dispelled when Leonard Bordas, a French scientist, discovered that Royal Jelly is secreted by special glands located in the heads of worker bees whose job is to nurse the queen.

Intrigued by the strange longevity and extraordinary sexual powers of the Queen Bee, leading scientists in France, Germany, Mexico, Italy, Canada and the U. S. have been trying to discover the secret factor in Royal Jelly that so benefits the Queen Bee. Thus far they have been able to establish this amazing information:

Royal Jelly diet works wonders in the Queen Bee. She completes her development from egg to adult in 16 days instead of the 24 required by her brothers and sisters. She is twice the size and weight of other bees. Her life span is from five to eight years, while other bees live only 2 to 6 months.

Most interesting is the Queen Bee's sex performance. At times, the Queen Bee leaves the hive and mates. Quickly she returns and soon begins an egg laying spree, depositing as many as 2,500 eggs a day.

New York—Columbia University in the City of New York has decided to make analysis into the alleged benefits of Royal Jelly.

Leading French Scientists Say Royal Jelly:

- Gives rapid and effective relief to the suffering of women in their critical years.
- Produces a pleasing state of well-being.
- Permits prolonged intellectual work without tiring.
- Stimulates the appetite.
- Hogs, rats, and guinea pigs fed with Royal Jelly live 20 to 30% longer.
- Chickens fed with Royal Jelly double their egg output.

Observations by Doctors of the Congress Who Took Royal Jelly and Observed Its Use

● Royal Jelly made hair appear and grow on the head of a 60 year old person bald for 20 years, after taking it only a short time.

● Royal Jelly gives new energy to those in a weakened state, and greater vigor, more physical and spiritual strength to the healthy.

● Royal Jelly acts on weakened tired eyes, giving instantly a sensation of new light.

● Royal Jelly alleviates suffering of men and women in their critical years in a sensational manner.

● Royal Jelly has rejuvenated all those of us who used it.

● Any feeling of tiredness disappears immediately on taking a minimum of Royal Jelly.

● Royal Jelly saved a relatively young man from impotence and gave new sexual energy.

ROYAL JELLY

Safe to Use Say Doctors

"Royal Jelly" contains LIVING NATURAL SUBSTANCES beneficial to men and women, reported doctors attending The Second International Congress for Biogenetics.

Dr. De Pomiade, 80 year old French scientist and senior among the 70 physicians and biochemists attending the Congress, said the bee secretion might have been known to ancient Indians, Greeks and Romans, and might have been the "food for the Gods" or "Nektar" mentioned in the mythology of these countries.

Scientists and doctors have reported on research conducted over 20 years that "Royal Jelly" is perfectly safe for humans to take. That "Royal Jelly" is essentially an excellent nutritional supplement, containing vitamins in extremely high concentration, which are considered to be of the greatest value to human health and vitality.

Reports indicate that "Royal Jelly" may be used with great benefits by men and women who undergo glandular "change of life" in middle age. Now that "Royal Jelly" has been combined with large amounts of vitamins which more than meet the minimum daily requirements, there is no reason for any man or woman suffering from the symptoms of "change of life" to deny himself the possible benefits that may come from taking "Royal Jelly."

Now You May Benefit From the "ELIXIR OF YOUTH" Found In the Food of the Queen Bee

Despite 20 years of scientific research, the exact composition of Royal Jelly is somewhat a mystery. Scientists and nutritional experts know that it is rich in protein and almost the full range of known vitamins, in natural product and high concentration. They also report that Royal Jelly is the richest source of Pantothenic Acid, the important element in the B-Complex group having to do with increasing the life span.

ROYAL JELLY AS CONTAINED IN ROJELAN 66 FORMULA SOLD ONLY BY ROJELLE CO.

Until Rojelle Co. entered the picture, widespread use of Royal Jelly was considered impossible because the nectar is only produced by natural means in bee hives, in minute quantities and could not be stored for any length of time; a combination of factors which kept the price at fantastic heights. In one recent case, the price was quoted as high as \$500.00 an ounce. However, this drawback has been overcome by scientists working for Rojelle, who have developed and perfected a method for stabilizing the nectar in powdered form and encapsulating it. These safe, beneficial capsules of Rojelan Formula 66 can be stored successfully at ordinary room temperatures. Among physicians who have been experimenting with the "Miracle Nectar" is one Long Island doctor who reports, "This formula is proven safe for human internal consumption . . . There seem to be no side effects from Royal Jelly, in fact, it can be used as a highly nutritional food."

NEWSDAY, May 1955

"... According to a book published in England in 1941, 'Romance and Adventure,' when Russian officials sent questionnaires to the centenarians (people over 100 years old) in the Soviet Union more than half turned out to be beekeepers."

DISCOVERER OF INSULIN Dr. Frederick Banting

"The most complete scientific report on Royal Jelly was prepared under the direction of Dr. Frederick Banting, the discoverer of Insulin, at the Banting Institute in Ontario, Canada. Royal Jelly was found to be rich in proteins and vitamins, with a particularly high concentration of pantothenic acid, the vitamin of the important B-Complex group, that has to do with increasing the life span."

"TEXAS A & M COLLEGE has been conducting experiments on Royal Jelly..."

"PROFESSOR C. F. TOWNSEND of ONTARIO AGRICULTURAL COLLEGE is resuming research on Royal Jelly..."

"DR. T. H. McCAVACK has agreed to conduct experiments in longevity with human beings fed Royal Jelly..."

Two years ago, the world famous French nutrition expert, Bernard Desouches wrote a book praising Royal Jelly as a "Delayer of Age and Restorer of Sexual Vigor." At present, scientists from almost every country in the world are working toward the true answer, but many do say this, "Royal Jelly extract has shown therapeutic value for humans."

ROYAL JELLY

A Review

by R. B. Willson



R. B. Willson, a director of the American Honey Institute, has gathered together in an article published by the American Bee Journal, a chronological review of the scientific work done on Royal Jelly.

Von Planta, a German scientist of the last century, claimed a distinct difference between the food fed queen larvae on the one hand, and workers and drone larvae on the other, after their fourth day.

Chemical analyses of Royal Jelly have been made by many scientists over the years in order to determine the exact nature of the remarkable biologic values of the substance. In addition to important amounts of thiamine, riboflavin, pyridoxine, niacin and pantothenic acid, Cheldelin and Williams found biotin, inositol and folic acid.

The protein of Royal Jelly was found by Melampy and Jones to have the biologic value of beef protein, and Abbott and French determined that a third of the protein is globulin and two thirds is albumin.

The dramatic experiments of Heyl showed strong evidence for a sex hormone in Royal Jelly by his experiments on the follicular development of the ovaries in 21 day-old rats. Townsend and Lucas, in their fruit fly experiments, proved that Royal Jelly brought about sexual maturity earlier, and stimulated egg laying, but could not exactly identify the nature of the responsible hormone.

McClesky and Melampy showed that Royal Jelly actually possesses potent antibacterial activity against a number of virulent bacteria.

In summary, Royal Jelly yields high potencies of several B vitamin fractions, has protein of high biologic value, has a sex factor of demonstrated effectiveness on certain mammals and insects, and has a longevity factor also definitely demonstrated on mammals and insects.

ROJELAN FORMULA 66
is exclusively distributed by

ROJELLE PHARMACAL CO. 343 S. Dearborn St.
Chicago 4, Illinois

Detroit, Mich., May 2, 1927.
Mr. R. S. Payne,
Covington, Ky.
Dear Sir:

Enclosed please find check. Please send me two jars of salve.

I am recommending the salve to a little girl pupil of mine in school. She is covered with Psoriasis. Would you mind sending one of the jars to her and one to me. Also write the mother a letter telling her just how to use it?

My daughter is entirely cured—and many others who have used it say the same thing. We cannot praise you too highly. It has added ten years to my life to have her cured.

Thanking you most kindly.

Very sincerely,
LOUISE C. SAMUELSON,
14024 Rutland Street,

Send one jar to Mrs. Dave Strain,
14274 Ward Street, Detroit.

1011 Sheiley Avenue,
Norfolk, Va., April 30th, 1929.

Dear Dr. Payne:—

For the past two weeks Mr. Comick hasn't seen any signs of the return of "Psoriasis". His skin is smooth and clean—and we are all delighted with the results—at present have two jars on hand of the salve—will gladly recommend it as a wonderful cure.

Sincerely,
OCTAVIA W. COMICK.
Mrs. M. L. Comick.

— 5 —

Chicago, Ill., December 1, 1928.
Mr. R. S. Payne:—
Dear Sir:

It has been two weeks ago since I started using your Psoriasis ointment and I wish you could see me today what remarkable results. My head was a mass of scales two weeks ago and today it is just so clear I can hardly believe. After suffering these 5 years I really do not know how to thank you. I am treating my body now and it is almost clear. You may use this letter if you wish. And I will be only too glad to answer any poor sufferer of this dreadful disease and tell them what a wonderful remedy it is.

Thanking you again and wishing you luck and success in all your undertakings, I remain,

Sincerely yours,
MRS. F. LAZAR,
6204 South Park Avenue
Apt. 31 Chicago, Ill.

The Denver & Rio Grande Western Railroad Co.
Salt Lake City, Utah, December 9, 1928
Mr. R. S. Payne, Covington, Ky.

Dear Sir:

Find enclosed P. O. order for \$2.00 for which please send me another jar of your wonderful Psoriasis ointment and I wish to state you may use my name anytime to advertise your wonderful cure as I have spent many dollars trying to get rid of this terrible disease and have only used three of your jars and there is not a spot left; all cleared away but am going to keep a jar of your medicine on hand.

Yours respectfully,
J. W. BARRETT,
175 Second Avenue,
Salt Lake City, Utah.

— 6 —

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POWERFUL EVIDENCE

PROVING CONCLUSIVELY
THE MERIT OF

PAYNE'S Psoriasis Ointment

This is the kind of evidence upon which wise judgments can be based. In the following and many other letters, too numerous to print, the actual experience of users is given, so as you may judge for yourself.



—Produced by—

PAYNE'S LABORATORIES
234 East Second Street, Covington, Ky.

UNITED STATES RURAL MAIL SERVICE
Elmer R. Zinn, Carrier, Route No. 2
Eskridge, Kansas

Eskridge, Kansas,
Oct. 1st, 1928.

R. S. Payne,
Covington, Ky.

My Dear Friend:—

Inclose find \$4 for some more of that Psoriasis Ointment, I think it is the real stuff, it has done more for me than any thing else ever did; use this if you care to, and also have others to write me, if in doubt.

Thanking you again, I beg to remain,

Yours truly,
ELMER R. ZINN.

UNITED STATES POST OFFICE
Tampa, Florida

July 3, 1928.

Mr. R. S. Payne,
Covington, Ky.

My Dear Sir:—

I have delayed writing you the wonderful results obtained by me from one single jar of your remedy, waiting to be sure I could state facts to you.

For 20 years I have suffered with the worst case of Psoriasis any human could have been afflicted with.

My head was a mass of scales and sores, also my elbows and back. I changed shirts 2 times daily on account of the scales coming off and the places bleeding so. I gave up in disgust after trying all remedies ever known, paying high priced specialists hundreds of dollars, and

— 2 —

finally being informed there was no possible cure.

I caught at your "ad" in the Tampa Morning Tribune, sent you \$2.00, received a small jar of your salve, used it as directed, and I will make oath that in 3 days I noticed a remarkable change for the better, and at the end of 3 weeks I was actually CURED.

My scalp and skin is as clear and clean as any could be and life is a pleasure again. I am 58 years old.

I cannot recommend your remedy too highly, and I can never express my appreciation to you.

I will order another jar soon just to have on hand, for I have cured dandruff on two other people with only 2 applications.

You are at liberty to use this letter and I will gladly answer any poor sufferer who wants to know what it did for me if they will inclose stamp for reply.

Sincerely,
C. W. BOGUE,
Supt. Mails,
Tampa, Fla.

Bresee Chevrolet Company, Syracuse, N. Y.

May 3, 1929.

Mr. R. S. Payne, Covington, Ky.

Dear Sir:

I have delayed in writing you the results obtained from the use of your most wonderful remedy. The single jar I purchased from you has cured me. For 9 years I have suffered, unwilling at any time to expose my arms and body. Five days after starting your treatment results were very noticable. All traces are gone, two scars are all is left, and I still have ¼ jar left. You may send me another jar to have handy.

— 3 —

It was a lucky day I heard of Dr. R. S. Payne. You may use this letter to let the whole world of Psoriasis sufferers know what you can do for them. All my tape bandages are gone and I can roll up my sleeves and thanks to you I can go swimming this summer, for the first time in 9 years. I want to thank you Dr. Payne and I will speak everywhere of your most wonderful cure.

Yours very truly,

W. E. STEWART,
714 Court Street, Syracuse, N. Y.

Dallas, Texas, April 26, 1929.

Mr. R. S. Payne, Covington, Ky.

Dear Sir:

Your letter of April 22, received. After having suffered with Psoriasis for nine years, early in June 1928, I began to use your ointment. In two weeks I noticed decided improvement and in six weeks it had entirely disappeared. Once before, a salve given me by a doctor caused the psoriasis to leave. But it returned in two months time and the salve did not relieve it the second time. But I am happy to say that since using your ointment, it has not returned. I ordered an extra jar of the ointment but I have never used it. Your name is mentioned with reverence in our home and once recently when I suffered intensely with ear-ache, my son suggested that I write you. This is not meant as a joke, as my son is not a child but a grown young man and a college graduate, and he was sincere.

I am enclosing a check for \$4.50 (four dollars and fifty cents) for which please send me a bottle of your Prepared Oil and also a bottle of "Curo". If the latter proves effective, I will order more, as both my son and myself have been annoyed with dandruff all of our lives..

Once again thanking you for the relief your ointment has given me, I am

Yours very sincerely,

MRS. WM. K. GRACE,
312 W. Page Avenue, Dallas, Texas.

— 4 —

MAY 26 1930

Detroit, Mich., May 2, 1927.

Mr. R. S. Payne,
Covington, Ky.

Dear Sir:

Enclosed please find check. Please send me two jars of salve.

I am recommending the salve to a little girl pupil of mine in school. She is covered with Psoriasis. Would you mind sending one of the jars to her and one to me. Also write the mother a letter telling her just how to use it?

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Troy, N. Y., April 9th, '28.

Mr. R. S. Payne,
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Dear Sir:

I am enclosing herewith money order for \$4 for two more jars of ointment. It is the only thing which I have ever used that did me any good. It has my face looking fine. I have been to a number of Physicians and they did not give me any relief.

Yours truly,

MRS. H. PEASLEY,
164 Congress Street,
Troy, N. Y.

P. S.—Please send this as soon as possible as I am all out of this wonderful salve.

— 5 —

Chicago, Ill., December 1, 1928.

Mr. R. S. Payne:—

Dear Sir:

It has been two weeks ago since I started using your Psoriasis ointment and I wish you could see me today what remarkable results. My head was a mass of scales two weeks ago and today it is just so clear I can hardly believe. After suffering these 5 years I really do not know how to thank you. I am treating my body now and it is almost clear. You may use this letter if you wish. And I will be only too glad to answer any poor sufferer of this dreadful disease and tell them what a wonderful remedy it is.

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— 6 —

Bureau of Investigation

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Thanking you again, I beg to remain,
Yours truly,
ELMER R. ZINN.

UNITED STATES POST OFFICE
Tampa, Florida

July 3, 1928.

Mr. R. S. Payne,
Covington, Ky.

My Dear Sir:—

I have delayed writing you the wonderful results obtained by me from one single jar of your remedy, waiting to be sure I could state facts to you.

For 20 years I have suffered with the worst case of Psoriasis any human could have been afflicted with.

My head was a mass of scales and sores, also my elbows and back. I changed shirts 2 times daily on account of the scales coming off and the places bleeding so. I gave up in disgust after trying all remedies ever known, paying high priced specialists hundreds of dollars, and

— 2 —

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I cannot recommend your remedy too highly, and I can never express my appreciation to you.

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You are at liberty to use this letter and I will gladly answer any poor sufferer who wants to know what it did for me if they will inclose stamp for reply.

Sincerely,
C. W. BOGUE,
Supt. Mails,
Tampa, Fla.

June 10th.

Mr. R. S. Payne,
Covington, Ky.

Dear Mr. Payne:

I want to write you a few lines of appreciation for what you have done for me. I have only used one box and part of another of your Psoriasis Ointment and my skin is practically clear and cured of Psoriasis for the first time in twenty-three years.

God alone knows how grateful and thankful I am to you for finding this remedy and I truly

— 3 —

hope every person suffering with Psoriasis will use it.

I am sending you a list of names of persons you may write to and who, I feel sure, will be glad to use your treatment.

I know God has blessed you and will bless you for the good you have done for others. If in any way I can be of help to you I am willing to do so.

Best of wishes,
Sincerely,
MRS. A. B. HERBERT,
formerly Miss A. M. Warren,
211 Thrower Building,
Atlanta, Ga.

Cincinnati, Ohio, July 21st 1926.

Mr. R. S. Payne, 234 E. Second Street
Covington, Kentucky.

Dear Sir:

In regards to your cure for Psoriasis must say this is the only thing which I have ever used that did me any good. I have been using your ointment for about three months and almost every trace is gone before I used your ointment. I was about to give up all hopes of being cured. I will be glad to direct any one to you for a cure. Hoping you have success with all who give your treatment a trial.

I am confident any one who gives it a trial will be highly benefitted, and be cured.

Respectfully,
HOBART WARNER,
106 West 15th Street.

— 4 —

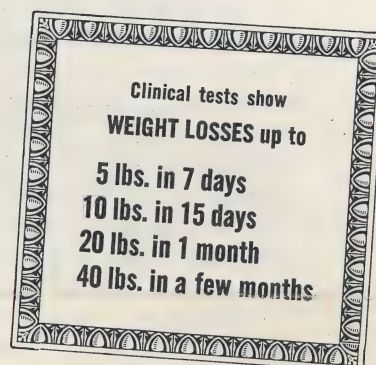


"Where Medical
Progress Is Making
A Better Life For You"

Alleghany Pharmacal Corp.

16 West 61st Street, New York 23, N. Y.

ACCEPT FOR 21-DAY FREE TRIAL
the most powerful yet safe reducing drug that
has ever been sold without a doctor's prescription



Dear Friend:

Your government has just announced the release -- direct to the public -- of the most powerful yet safe drug for reducing now known to medical science. This means that a revolutionary drug has at last been found that limits the ability of your body to produce sensations of hunger. Thus you can now lose excess weight fast without special diets or "plans" formerly required by all other types of reducing products!

The Name Of This Newly-Released Drug is P.P.A.

It is so effective that it can satisfy even the most ravenous, uncontrolled appetite within a few minutes after you take it. It is so effective that once it starts to work in your body, gnawing hunger sensations can no longer bother you. In short, you are as immune to hunger as it is humanly possible to be and because you no longer feel hungry you can no longer be driven to overeat! And thus for the first time in history, you can now lose excess weight fast without special diets of any kind whatsoever!

Why? Because when federal health officials announced only a short while ago that we could release P.P.A. to the public, it marked the first time in medical history that a drug powerful enough to overcome the relentless craving of hunger could be released for your use without first having to be weakened or "watered down" for your safety! The first time in history that any non-prescription weight-reducing product can state on the label: A TREATMENT FOR OBESITY.

To the editor:

We note your recent attack on our Noitol a preparation devised by the eminent Dr. Robert Bradburg of England, now deceased, author of various works on Utaoria Medica and professor at Manchester.

The alleged analysis has been referred to Prof. C. Gilbert Wheeler, many years professor of Pharmaceutical Chemistry at the University of Chicago and formerly President of the Chicago College of Pharmacy, who directs the manufacture of our Noitol.

From him we are informed that the analysis is very incorrect in that it omits mention of three important constituents and indicates the presence of one of which not a trace is added.

The laboratory young man will need try again. With the exception above noted, the analysis is substantially correct and indicates some of the valuable constituent of "Noitol" which for thirty years has found great favor with the profession.

place daily during this free-trial period. Then, either we've fulfilled our promise to you 100%...either you're delighted with the way you've lost weight -- either you look and feel better -- you've found the secret to a safe, pleasant way to get your weight down and keep it that way -- or you merely return the unused portion and the low introductory price of \$2.98 you have paid your postman will be refunded to you at once.

But this is a limited introductory offer. We must withdraw it soon...certainly long before Hungrex is sold in your neighborhood drugstores at the regular price of \$3.95 that we have already established in 3 cities. So don't put it off! Right now take advantage of this special friend-winning offer to a selected number of people in key communities throughout the country. In other words, we want you to be our best advertisement for Hungrex. Because you and I both know that word of mouth recommendation is the best kind of advertising there is, and we're sure that once you try Hungrex, you'll want to share the good news with your other overweight friends.

**A Richer, Happier Life Is Waiting For You--
Reach Out For It Now And Take It!**

The social season is on -- good times, parties, dances, socials, and the joy and excitement of making new friends awaits you! But when you go out evenings how will you look in your new dress? Will you bulge at the sides, burst out at the seams? Will layers of ugly fat protrude? Or will you have the slim-trim figure that men admire and women envy.

You know that a richer, happier life is yours to enjoy the moment you take off weight. Resolve now that you need never be overweight again -- because you don't have to be. Hungrex with P.P.A. must work for you -- or it costs you nothing. You have nothing to lose but those extra pounds. What offer could be fairer? Just mail in your order in the enclosed envelope that needs no stamp. You'll be glad you did.

Sincerely,

V. J. Lynch

ALLEGHANY PHARMACAL CORP.
V. J. Lynch, Vice-Pres.
Hungrex Division

place daily during this free-trial period. Then, either we've fulfilled our promise to you 100%...either you're delighted with the way you've lost weight -- either you look and feel better -- you've found the secret to a safe, pleasant way to get your weight down and keep it that way -- or you merely return the unused portion and the low introductory price of \$2.98 you have paid your postman will be refunded to you at once.

But this is a limited introductory offer. We must withdraw it soon...certainly long before Hungrex is sold in your neighborhood drugstores at the regular price of \$3.95 that we have already established in 3 cities. So don't put it off! Right now take advantage of this special friend-winning offer to a selected number of people in key communities throughout the country. In other words, we want you to be our best advertisement for Hungrex. Because you and I both know that word of mouth recommendation is the best kind of advertising there is, and we're sure that once you try Hungrex, you'll want to share the good news with your other overweight friends.

**A Richer, Happier Life Is Waiting For You--
Reach Out For It Now And Take It!**

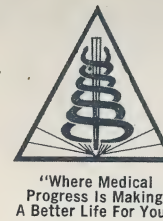
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Sincerely,

V. J. Lynch

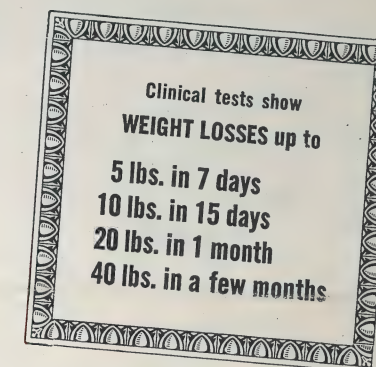
ALLEGHANY PHARMACAL CORP.
V. J. Lynch, Vice-Pres.
Hungrex Division



Alleghany Pharmacal Corp.

16 West 61st Street, New York 23, N. Y.

ACCEPT FOR 21-DAY FREE TRIAL
the most powerful yet safe reducing drug that
has ever been sold without a doctor's prescription



Dear Friend:

Your government has just announced the release -- direct to the public -- of the most powerful yet safe drug for reducing now known to medical science. This means that a revolutionary drug has at last been found that limits the ability of your body to produce sensations of hunger. Thus you can now lose excess weight fast without special diets or "plans" formerly required by all other types of reducing products!

The Name Of This Newly-Released Drug is P.P.A.

It is so effective that it can satisfy even the most ravenous, uncontrolled appetite within a few minutes after you take it. It is so effective that once it starts to work in your body, gnawing hunger sensations can no longer bother you. In short, you are as immune to hunger as it is humanly possible to be and because you no longer feel hungry you can no longer be driven to overeat! And thus for the first time in history, you can now lose excess weight fast without special diets of any kind whatsoever!

Why? Because when federal health officials announced only a short while ago that we could release P.P.A. to the public, it marked the first time in medical history that a drug powerful enough to overcome the relentless craving of hunger could be released for your use without first having to be weakened or "watered down" for your safety! The first time in history that any non-prescription weight-reducing product can state on the label: **A TREATMENT FOR OBESITY.**

Control Of Your Hunger And Appetite Is
Automatic -- So You Don't Even Have To Think
About Limiting Your Food Intake In Any Way

With P.P.A.'s help in curbing your appetite and your hunger to a degree that was never before safely possible, you'll find it amazingly easy to shed the excess pounds you should lose, without enduring any of the starvation, tension or jitters that have always made weight reducing such a nightmare for overweight folks.

Just imagine the thrill of losing up to 5 lbs. the very first week...10 pounds in 2 weeks...up to 20 lbs. the very first month...without going on a special diet of any kind. Or if your needs are to lose 30 or even 40 lbs. in a reasonably short length of time -- and keep it off -- then P.P.A. can do the job for you in a way that no other preparation now known can do for you -- quickly, pleasantly, safely ...without the dangerous side effects produced by prescription drugs such as Amphetamine or Benzedrine. And without the hunger pangs you've always suffered, the iron willpower you've always needed with weak, piddling products such as bulk fillers, reducing candies, wafers and so-called fat flushers that you've tried to reduce with up to now.

P.P.A.'s Automatic Control of The Appetite
And Hunger-Producing Centers In Your Body
Lets You Enjoy What You Eat -- But You
Simply Want To Eat Less!

Best of all, you'll still enjoy your food, still eat luscious steaks, chops, roasts, stews and other favorites, and still your weight will come down. Because P.P.A. drastically cuts down your craving for food, without affecting your enjoyment of food.

How could Anything Be Easier Than This?

You simply take a tablet that's much tinier than an aspirin tablet before each meal...and that's all you do.

Unlike every other old-style reducing product you've ever tried or heard of, we give you no thinly-disguised "plans" or diets of any kind to follow. Because once Hungrex with medical-strength P.P.A. starts to work in your body, it creates a feeling of appetite satisfaction that lasts all through the day. You don't crave food between meals. You don't suffer hunger pangs, or have that "empty" gnawing feeling growling in your stomach. You'll enjoy what you eat, but you'll find it almost physically impossible to overeat, because you're simply not hungry. And when this happens...

when you cut down your calorie intake, off comes your excess fat. It's simply burned up by your body in the form of a glorious, new release of energy for you... while you grow slimmer and more attractive-looking each day!

Clinically Proven In All-Inclusive Tests On
1880 Fat People -- One of The Most Exhaustive
Tests Ever Conducted By Doctors

Yes, wonderful things happen to you when Hungrex with medical-strength P.P.A. starts to work for you. To begin with, clinical tests on hundreds of overweight people show you can expect to lose almost a pound a day, beginning the very first day you start your P.P.A. regimen. And while this ideal weight loss takes place, you won't feel nervous, jumpy or irritable since Hungrex neither affects your nerves the way prescription drugs do -- nor when you open your free-trial package of Hungrex will you find that you have been tricked by an enclosed "plan" which is merely a cruel way other products have of telling you: "Go ahead and starve, we can't really help you!"

As plainly as we can state it, so that there is no possibility of confusion in your mind between Hungrex and any other product: You will not find a "plan" or diet of any kind when you open your Hungrex package, as required of all other types of non-prescription reducing products! Because only Hungrex with medical-strength P.P.A. has shown it is powerful enough to overcome the most powerful craving a human being can long endure -- HUNGER! Only Hungrex with medical-strength P.P.A. is powerful enough to overcome the overeating that is making you fat and keeping you fat -- without diet-torture of any kind. And Hungrex with P.P.A. is the only such powerful drug for reducing that your government has ever released without a doctor's prescription. No other type of reducing product can make this statement to you.

And now that it is available for the first time ever -- we want to send it to you for 21 day free-trial to prove that Hungrex with medical-strength P.P.A. is as utterly different from anything else you've ever tried, as day is from night.

Let Us Send You This Free-Trial Package of
New Hungrex With P.P.A. Entirely At Our Risk
To Prove It Will Work For You!

To prove that if you are a normally healthy person, you can lose stubborn, ugly pounds of fat just as easily as we say you can, here is our no-risk introductory offer. You need send no money now but mail the coupon today. By return mail, your postman will bring you a 21-day supply of Hungrex with medical-strength P.P.A.

Then try Hungrex for 1 day, 5 days, 10 days...the full 21 days -- as long as you like. Check your weight losses as you go along. See the wonderful change in your body that takes

MAY 13 1914

Have You Tried the New Flax-Food for Your Patients?

We have perfected flax-food. We have rendered ground flax highly palatable. We are offering the public a new food under the name of Roman Meal. This food is ground wheat, rye and flax prepared by our process. This process is the work of a Pacific Coast physician, and the flax thus prepared is termed by him, flaxose.

All Cases of Intestinal Stasis

In Roman Meal we have a well balanced ration of wheat, rye and flaxose retaining in the food the bulky waste such as the brans, and the dark protein or nitrogen bearing parts usually bolted out by the millers of white flour and cereals, but which are invaluable, as you know, to stimulate the nervous and muscular mechanism of secretion and excretion.

The purpose of flaxose is to act as a lubricating laxative and, by its demulcent action, to antagonize any tendency of the brans to irritate the lining of the bowel.

You will find porridge, bread, cakes or other products made from Roman Meal of great value to you in all cases of intestinal stasis and a normal food conditioner which you will feel safe in recommending to young and old.

**3-Lb. Package for your family
use—gladly sent on request.**

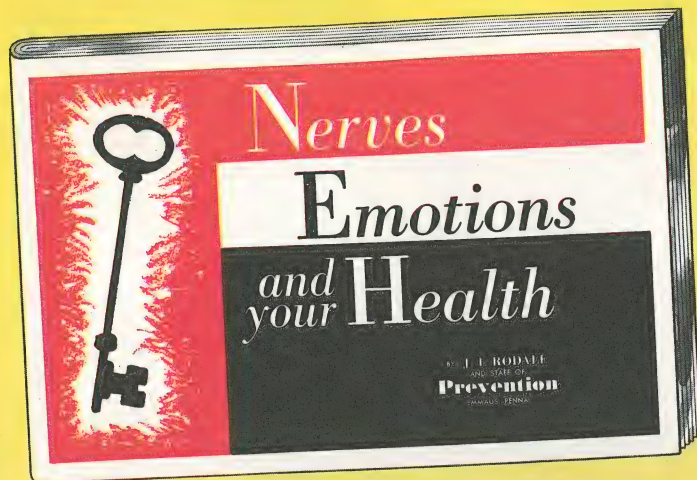
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Duluth**

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**A BOOK WHICH MAY HELP YOU RELAX AND ENJOY LIFE
... REDUCE CONSTANT TENSIONS AND WORRIES**

Here is a book on a most important subject. You may discover valuable ideas that may help you rid yourself of troublesome upsets and tensions. "NERVES, EMOTIONS AND YOUR HEALTH" brings you reports of medical findings that show how you can help build an "inner defense" to emotional stress. Its pages contain vital information on nervous disorders, your weight and how it relates to your emotions, reports about tranquilizers and sex hormones and suggestions for forming habits that may lead to improved mental attitudes.

In these times when constant tensions and worries bother so many persons, a guide like "NERVES, EMOTIONS AND YOUR HEALTH" becomes more important than ever.

THIS OFFER IS TOO GOOD TO MISS. You get this extra book free by taking advantage of the double bargain subscription of 18 months for \$4.00, a savings of \$3.40 on the usual subscription rate. There's no need to send money now. You can be billed later. Just fill in the card and mail it today.

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MAGAZINE

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regular subscription price

Each issue brings you ideas and suggestions about leading a healthier life.

You'll get information on:

- ... how you may help yourself to stay well.
- ... the way foods you eat may affect how you feel and what you do.
- ... some better health ideas doctors recommend to help prevent many diseases.
- ... healthy ways to take weight off.
- ... how some foods may do you more harm than good.

THE HEALTH KNOWLEDGE AND OPINIONS YOU OBTAIN FROM ONLY A FEW ISSUES OF PREVENTION WILL AMAZE YOU.

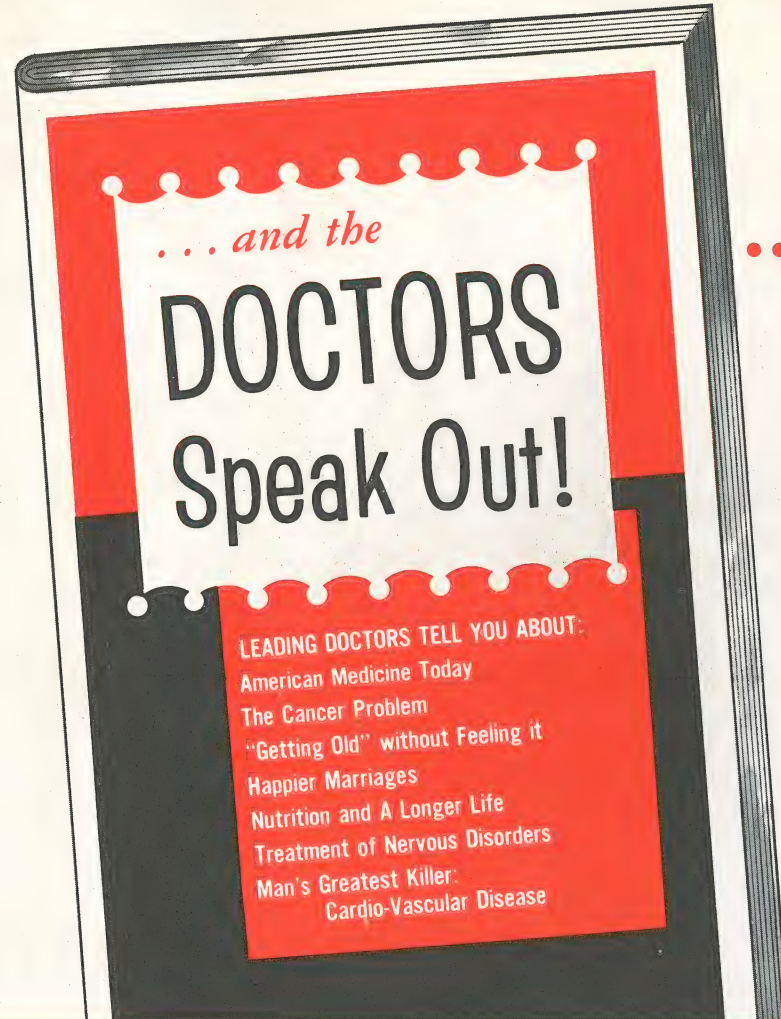
Prevention

THE MAGAZINE FOR BETTER HEALTH

Prevention

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magazine
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health

To introduce you to PREVENTION MAGAZINE, we want to send you, as a free gift, a copy of an important book "AND THE DOCTORS SPEAK OUT!" Prominent medical researchers, with a knack for plain talk, give you their ideas on many of today's health problems. In this helpful guide, you learn how medical science is working to prevent some of our most dread diseases.

"AND THE DOCTORS SPEAK OUT!" is packed with many startling comments. You'll see how some of the findings in this book may revolutionize our usual concept of waiting for an illness to strike before getting concerned. You may even be shocked as these doctors reveal some commonly-held health ideas as "sacred cows" that should be challenged.

But best of all, you may be most pleasantly surprised with the discovery you have made—the discovery of how some changes in your everyday life may make remarkable differences in the future. We believe the book may be useful in helping you develop a pattern of healthful, happy living.

Get this important book right away. A copy is yours free when you take advantage of this no-risk trial subscription offer to PREVENTION MAGAZINE. Just mail the enclosed card today for your free copy of "AND THE DOCTORS SPEAK OUT!"

Some Topics in your FREE BOOK

AMERICAN MEDICINE TODAY. Did you realize that the United States is the "best place in the world to have a serious illness, but one of the worst in which to have a non-serious illness?" The reason for this shocking paradox will surprise you.

"GETTING OLD" MAY BE VITAMIN C SHORT-AGE. A Canadian doctor proposes an idea that may be important to all of us—maintaining an optimum body level of vitamin C offers effective natural means of building resistance against many diseases. You may be surprised why this vitamin is claimed to have a potential that outpaces many so-called "wonder drugs."

NUTRITIONAL GUIDANCE FOR CHILDREN. Poor diet may affect not only the physical growth and maturation of children, but their day-to-day performance as well. Proper diet can eliminate allergy problems, help solve emotional difficulties, even have an effect on I.Q. test scores.

CAN STRONG TEETH BE GROWN LIKE PLANTS? There is a great similarity between tooth formation and plant redevelopment, claims this European researcher. You may find this information useful as a guide to proper dental nutrition.

CANCER HAZARDS IN OUR ENVIRONMENT. Even with the present limited knowledge of cancer causes, much can still be done to protect yourself. Listed here are some of the common hazards you should guard against.

A SIMPLIFIED NUTRITION PROGRAM FOR THE YEARS AHEAD. Mere knowledge of proper nutrition is not enough; it must be properly applied especially in the latter years of our lives. A world famous nutrition expert outlines his plan for promoting better nutrition and tells what may help you to better health now and in your later years.

WHAT IS A NATURAL DIET? The quality of food is not the only factor in proper nutrition. How much you eat and when is important. In this section, the stimulating ideas of various researchers are given so you better understand the types of food that can lead to better health.

MAN'S GREAT KILLER: CARDIO-VASCULAR DISEASE. The way we live is killing us. Cardio-vascular disease—disease of the heart and blood-vessels—has increased steadily during the last decade to become man's greatest killer. While the disease has many causes, one of the most common is our way of life. A pharmacologist lists a program of measures that he believes may contribute materially to the prevention of this disease.

BROKEN MARRIAGES . . . AN "UNKNOWN" CAUSE. Marriage counselors usually encourage quarreling couples to discuss emotional, psychological, and sexual problems, BUT do they overlook another important cause of broken marriages? A noted nutritionist believes so. She outlines an interesting series of case studies that seem to support her belief.

Prevention Magazine Brings You Important Health Articles Every Month

WHAT ABOUT THE LIQUID REDUCING DIETS? "No fuss, no bother, just pour and serve!" This is typical of the advertisements for America's latest craze—the less-than-a-thousand-calories-a-day concoctions. PREVENTION's report discusses whether these materials provide an answer for reducing.

WHAT IS A STROKE? Why should the after-effects of this sudden "striking-down" incapacitate or kill hundreds of thousands each year? Here is a summary of the warning signs which make it easy to recognize danger of strokes; you'll also learn PREVENTION's recommendations.

ARE WE WASTING CANCER CURES? Unorthodox treatments for cancer cures are largely ignored by organized medicine. Can we afford such pure indifference?

WHAT HAPPENS AS WE GROW OLDER? Why do some persons retain their youth long while others age early? This PREVENTION article discusses the symptoms of aging which just don't happen to you alone.

NEW FINDINGS ON HEART AND ARTERY DISEASE. One of the clearest interpretations of the controversy over fats in the diet and their relations to heart and artery disease is reported here.

IS THERE DANGER IN FOOD WRAPPINGS AND PACKAGES? Chemicals which are used in processing foods are not the only threat to health. Packaging material contains much that is sometimes potentially dangerous.

HOW TO FORM A HABIT. A noted physiologist shows how you and your family may make a habit of healthful living.

YOUR EYESIGHT AND YOUR NUTRITION. Is there a connection between nutrition and eyesight? Medical research says there is. This report helps explain the significance of this relationship for both children and adults.

FATS IN FOODS. A report on the difference between unsaturated and saturated fatty acids, and which are recommended in the diet.

HIGH BLOOD PRESSURE. An important review of some ways that may help prevent high blood pressure by diet and a healthful way of life.

YOUR FEET REQUIRE SPECIAL CARE. You may help prevent foot disorders by following these sensible suggestions.

VITAMINS AS YOU GROW OLDER. This article explains why an M.D. "believes that some of the symptoms of aging can be reversed with large doses of vitamins."

CHANGING VIEWS ON ULCER CAUSE AND DIET. A description of some diets and a discussion of some medical theories about what causes ulcers.

VIEWS ABOUT VITAMINS. A study of vitamins, the reason why we need them, and a list of foods and food supplements in which each is most plentiful.

HEART DISEASE. Valuable report on ways which may reduce high blood pressure, as well as other recommendations and information for protecting the heart.

ASTHMA—IS CLIMATE THE ANSWER? This article outlines a program which asthma sufferers may find helpful.

SAFETY BEGINS AT HOME. We would all like to believe home is the safest place in the world. But is it? Statistics prove that most accidents occur in our own home. This article shows what you should check and do to make your home safer.

OTHER HEALTH ARTICLES THAT HAVE APPEARED IN PREVENTION:

The Poisons We Put Up With
The Nourishment Some Babies Need
Blood Sugar and How It May Affect You
Indigestion—Must It Occur?
How Important Is Stress in Heart Disease?
That Tired Feeling
Diabetes in Modern Times
Be Sure about Surgery
Is There A Male Change of Life?
How Much Sun Do you Need?
Can You Save Your Heart?
How To Conquer Underweight
Problems With Insomnia
Must Your Bones Grow More Fragile?
Vitamins, Minerals and Mental Health
Interferon—The Future's Universal Vaccine?
Plastics Demand Precautions

What Some Readers Say About Prevention Magazine

BENEFIT TREMENDOUSLY

"We feel better since we discovered the wonderful health magazine PREVENTION, and we are following the valuable information by which we benefit tremendously."—Leon Lerner, Los Angeles 6, California.

A MUST IN EVERY HOUSE

"Your magazine, PREVENTION, should be a must in every house."—Leo Flack, Hollywood 27, California.

MOST INFORMATIVE MAGAZINE

"I have never read a magazine more informative and straightforward than PREVENTION."—Bruce E. Braun, Daytona Beach, Florida.

BEST DAY OF LIFE

"The best day of my life was the day I first read PREVENTION."—Mrs. Ira Perkins, Stockton 3, California.

IMPORTANT IDEAS

"I like the way you document every important statement appearing in PREVENTION."—LeRoy W. Crawford, Laguna Beach, California.

A WAY OF LIFE

"I have been reading and benefiting from PREVENTION for almost ten years. I could not possibly go back to the old way of living as this has become another hobby as well as a way of life for me and my family."—Mrs. J. W. Thorp, Burbank, California.

HER DOCTOR LIKES IT, TOO

"For the past 15 years I have been reading every health book and magazine I had time for. To my knowledge, PREVENTION is the very best of its kind. I gave a copy some

months ago to my doctor, who later subscribed to it. He thinks it is grand."—Mrs. Paul Kok, Rt. 2, Sumter, S. C.

ALL THE MONEY IN THE WORLD

"I want you to know that I would not take all the money in the world for the information you have given me. Even more valuable has been the training to think for myself on matters of good health, I sincerely appreciate what you have done for me and my family."—Gregory Good, Dallas, Texas.

ONE ARTICLE PAYS FOR IT

"Just one article pays for the magazine."—F. W. Lang, Paso Robles, California.

A LOT OF HELP

"All articles appearing in PREVENTION magazines have held my utmost interest for a long time. I have derived a lot of help from your articles written by so many esteemed authors. More people should read and learn."—Mrs. M. Atchason, Paterson 1, New Jersey.

PASS INFORMATION TO FRIENDS

"Your magazine is wonderful; in fact, gets better by the year. Every day I pass on some of the information to friends."—Mrs. Peter Mertes, Salem, Oregon.

BETTER AND BETTER

"PREVENTION gets better and better as each issue comes out. Keep up the good work."—Mrs. Ralph Woods, St. Petersburg, Fla.

COVER TO COVER

"I look forward to each copy and read it cover to cover."—Mrs. Flora Carter, Los Altos, California.

SAVES ISSUES

"I am a new subscriber, but a friend let me have a few old issues, and I treasure each one of them. I pass the information on to my friends."—Mrs. E. J. Ayers, Huntington, W. Va.

NO MAGAZINE LIKE IT

"I find PREVENTION Magazine most informative. I'm sure there is no other magazine that can compare to PREVENTION. Wouldn't want to miss an issue."—William F. Lincecum, Van Nuys, California.

BACKS UP WHAT IT SAYS

"I'm sold on PREVENTION because of the way it backs up what it says with sources, quotes and background information. It keeps me informed on what is going on in preventive medicine."—John Wise, Orlando, Florida.

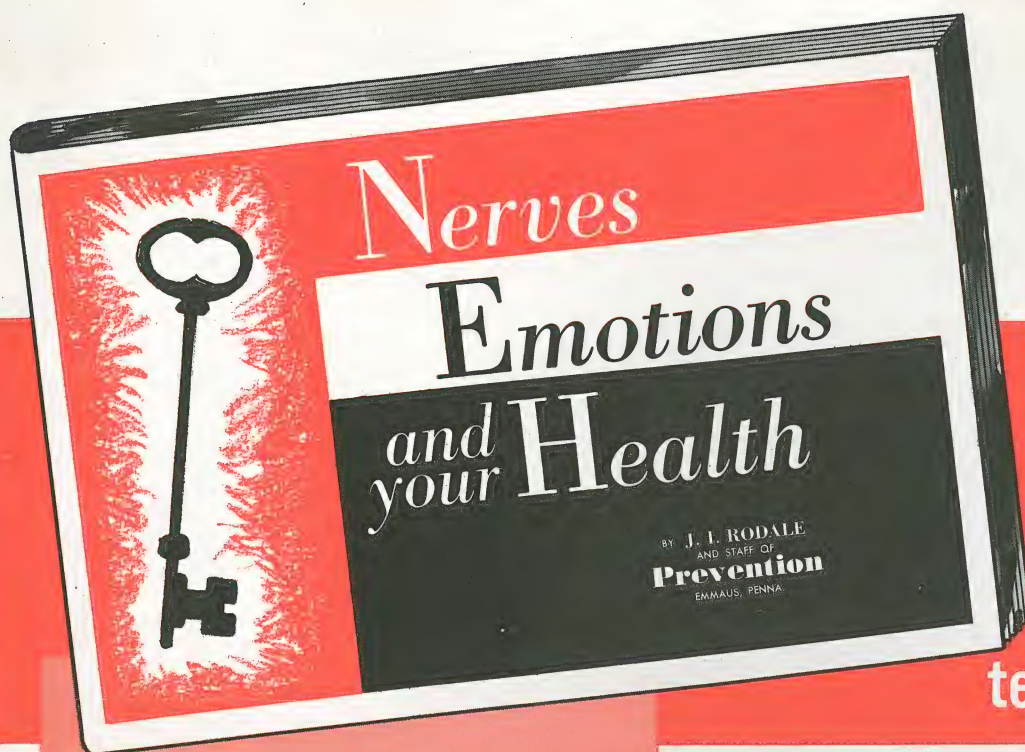
GREAT DEAL OF SATISFACTION

"My wife and I get a great deal of satisfaction out of reading your PREVENTION magazine."—James G. Smith, Pittsburgh, Pennsylvania.

OUR GUARANTEE TO YOU

We are so sure that you will be thoroughly satisfied with PREVENTION MAGAZINE that we make this ironclad guarantee. If at any time during the next 9 months, you feel that PREVENTION has not helped you feel better, live better, think better, tell us so and your money will be refunded immediately.

See other side for EXTRA OFFER ➔

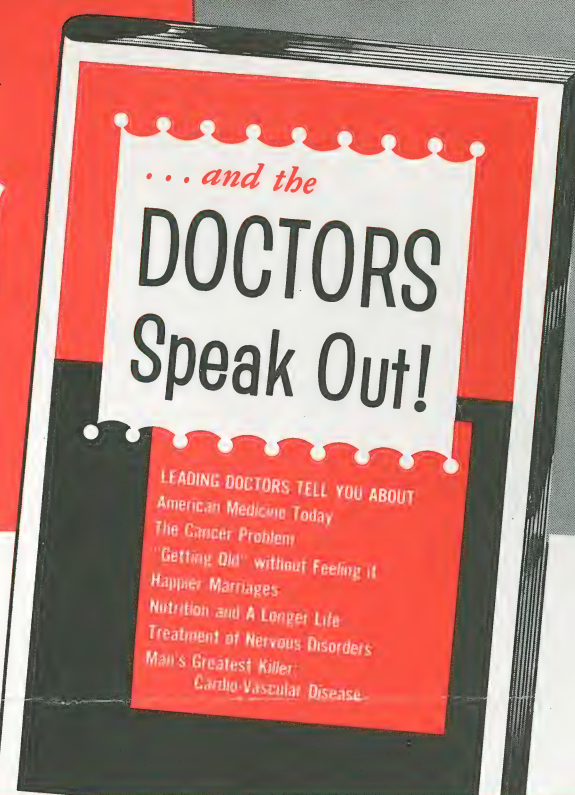


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Reduce constant
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A
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Book

written by
**PROMINENT
DOCTORS**



about
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Your Weight and Your Emotions
Dizziness—A Mysterious Symptom

NERVES, EMOTIONS AND YOUR HEALTH

Here is a book that may help you feel better, be happier and get more out of life. It's yours, as an **EXTRA** free gift, when you subscribe now to **PREVENTION** for 18 months at \$4.00 (saving you \$3.40 on the usual subscription rate).

You may discover valuable ideas to help you relax more, enjoy life more fully, and reduce constant tensions which can be so troublesome. Famous authorities reveal that frustrations, mental tensions and worries are among the common causes of physical disease. Sometimes health troubles may be the results of constant stress . . . of failure to adjust our minds and our bodies to situations confronting us.

THIS NEW BOOK MAY HELP YOU TO A HAPPIER LIFE

Compiled by **PREVENTION** editor J. I. Rodale, "NERVES, EMOTIONS AND YOUR HEALTH" brings you reports of medical findings and suggestions to help build an "inner defense" to emotional stress. Its pages contain observations on nervous disorders, your weight and how it may relate to your emotions, facts about tranquilizers and sex hormones which almost never appear in advertisements, and suggestions for forming habits that may lead to improved mental attitudes.

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MEDICAL RESEARCHERS TELL YOU ABOUT TODAY'S MAJOR HEALTH PROBLEMS

Dear Friend:

In page after page of this amazing book, "AND THE DOCTORS SPEAK OUT," prominent researchers and doctors tell you why the American people have needlessly become the most over-medicated, over-operated-on people on earth. These experts present their frank and honest opinions on Coronary Thrombosis, American Medicine Today, Health and Nutrition, Cancer, Nervous Disorders, Middle and Old Age Diseases, and many other important health topics.

You will read controversial and startling discussions on the health hazards of modern civilization so many of us ignore. And most important of all, these doctors offer simple, intelligent ideas for everyday living that may help us avoid some of life's most troublesome diseases.

You can obtain this wonderful book, "AND THE DOCTORS SPEAK OUT," free with your no-risk-trial subscription to **PREVENTION**, the world's largest privately-published health magazine.

WE WANT TO SEND YOU THIS BOOK **FREE** BECAUSE WE BELIEVE IT MAY BE IMPORTANT TO YOUR HEALTH.

HERE ARE JUST A FEW OF THE IDEAS AND SUBJECTS IN "AND THE DOCTORS SPEAK OUT"

The authors tell you why tranquilizers are one of the most misused of all drugs. They reveal why the harmful effects of many drugs may be more dangerous than the illnesses they are supposed to cure. You get their opinions why, as people grow older, many need to make every calorie count and make sure it carries its share of minerals, vitamins and protein.

--please turn page

You are warned and given reasons why you should not eat excess sugar, alcohol, cereals and fats. You even discover how poor nutrition may cause some husbands and wives to become irritable, to fight, to separate and perhaps even divorce.

SOME CHAPTERS IN "AND THE DOCTORS SPEAK OUT"

AMERICAN MEDICINE TODAY

THE CANCER PROBLEM

"GETTING OLD" MAY BE A VITAMIN SHORTAGE

BROKEN MARRIAGES -- AN "UNKNOWN" CAUSE

A SIMPLIFIED NUTRITION PROGRAM FOR THE YEARS AHEAD

WHAT IS A NATURAL DIET?

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TREATMENT OF NERVOUS DISORDERS

NUTRITIONAL GUIDANCE FOR CHILDREN

STRONG TEETH CAN BE GROWN LIKE PLANTS

CANCER HAZARDS IN OUR ENVIRONMENT

HERE IS WHY WE OFFER YOU THIS IMPORTANT BOOK FREE

This is simply our way of introducing you to PREVENTION Magazine. There is no other magazine like it. PREVENTION is interested in presenting new, challenging, often highly-opinionated ideas that may help you prevent illness and disease.

Many medical experts believe -- and publish their research to report -- that poor health and illness may be a direct result of our over-processed, over-packaged, over-chemicalized "unnatural" foods. They believe that millions of us eat a diet lacking some of the vital nutritional elements so necessary for effectively building stamina to fight off much illness and disease.

Because of the tremendous need to make such health ideas more readily available to the American public, PREVENTION Magazine was founded. From published reports in medical journals ... from research conference proceedings ... from personal observations and experiences of Editor J. I. Rodale, PREVENTION Magazine tries to develop a common sense health program describing diet, healthful foods, supplements and habits that may help you stay well.

MOST EXCITING TIME FOR PREVENTION MAGAZINE'S IDEAS

Never before has so much attention been given to PREVENTION Magazine's pioneering and controversial ideas. New scientific studies and opinions provide added support for this health program which may be helpful to you.

Even many of our elected officials now realize that certain drugs, pesticides and food additives create dangers to mankind. No longer should you ignore the possible dangers presented by over-medication. No longer should you ignore that the food you eat affects how you feel, how you act, how you live.

VALUABLE HEALTH REPORTS SENT YOU EACH MONTH

In each monthly issue, you receive valuable suggestions, facts and opinions, pros and cons on new developments pertinent to health. You'll get a digest of reports from medical journals of specific interest to you and your family -- an analysis of health happenings as seen by J. I. Rodale -- interpretations of experimental results so the discoveries make sense to you -- summaries of new legislation which may affect your health -- recipes for making meals taste better and be better for you.

Certainly you can't prevent all disease. Of course, you'll still see a doctor when you are sick. That's not the idea. What is the idea is that a sensible health program may make you less likely to become ill ... more likely to stay healthy. This "Good Health Sense" is what PREVENTION Magazine strives to bring you.

Our magazine does not offer any magical solutions for health problems. It does not promise miracles or overnight changes in your physical well-being. Yet, despite the fact it offers no magic ... promises no miracles, PREVENTION Magazine has rapidly grown and now has more readers than ever before. Over 350,000 men and women of all ages subscribe to it.

HOW YOU CAN HAVE THESE HEALTH RECOMMENDATIONS AT YOUR FINGERTIPS

Simply by subscribing today to PREVENTION Magazine at this no-risk, introductory offer. By returning the enclosed card, you will receive the next 9 issues at the rate of just \$2.00. You save \$1.70 over the regular subscription price, and you risk absolutely nothing.

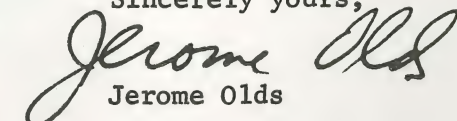
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If at any time during the next 9 months, you are not completely satisfied with PREVENTION Magazine for any reason, tell us so and your money will be refunded immediately. If you enter a "billed" subscription, all you need do is write "cancel" on the invoice you receive, and that's it. (And whatever you decide, the copy of "AND THE DOCTORS SPEAK OUT!" is yours to keep.)

Don't miss out. Act at once so you too can receive valuable reports which may help you to lead a healthier life. A postpaid envelope is enclosed for your convenience when forwarding remittance.

You have everything to gain and nothing to lose in this no-risk offer that brings you FREE a copy of "AND THE DOCTORS SPEAK OUT!" Mail your order card today.

Sincerely yours,


Jerome Olds

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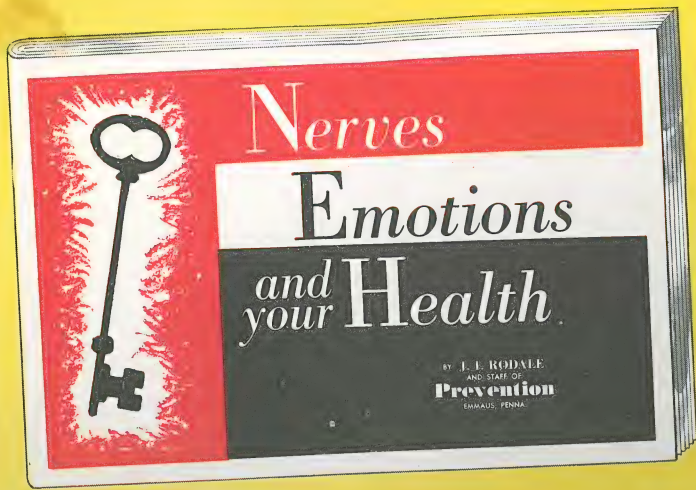
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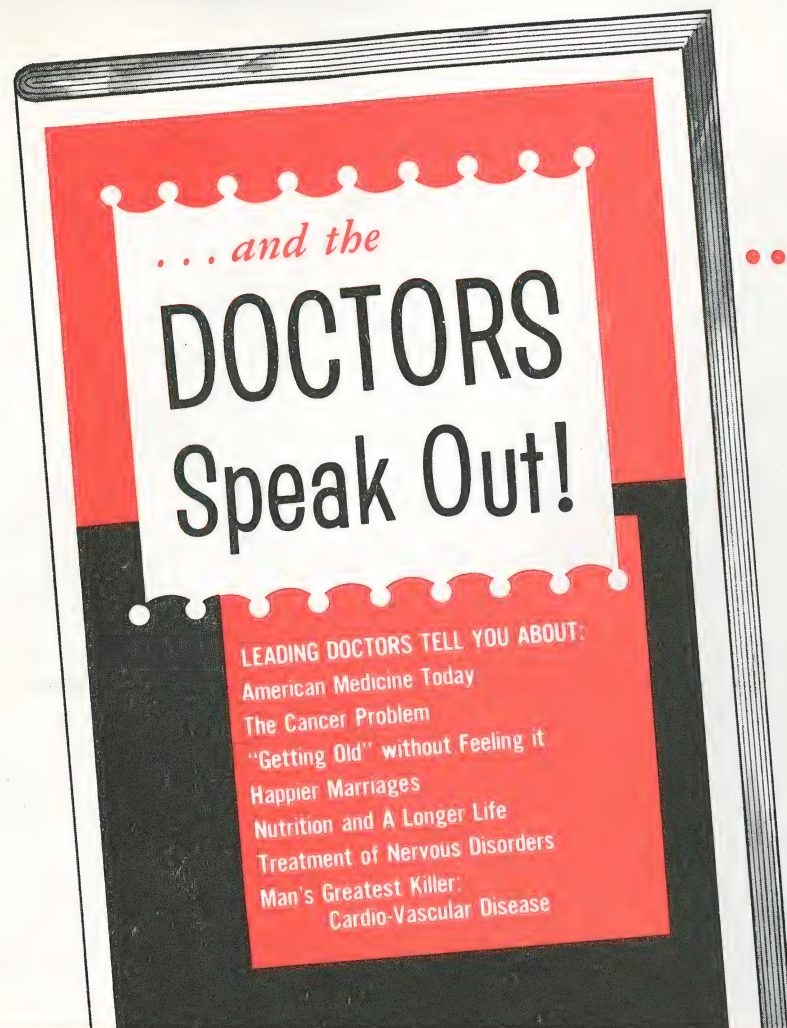
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ARE WE WASTING CANCER CURES? Unorthodox treatments for cancer cures are largely ignored by organized medicine. Can we afford such pure indifference?

WHAT HAPPENS AS WE GROW OLDER? Why do some persons retain their youth long while others age early? This PREVENTION article discusses the symptoms of aging which just don't happen to you alone.

NEW FINDINGS ON HEART AND ARTERY DISEASE. One of the clearest interpretations of the controversy over fats in the diet and their relations to heart and artery disease is reported here.

IS THERE DANGER IN FOOD WRAPPINGS AND PACKAGES? Chemicals which are used in processing foods are not the only threat to health. Packaging material contains much that is sometimes potentially dangerous.

HOW TO FORM A HABIT. A noted physiologist shows how you and your family may make a habit of healthful living.

YOUR EYESIGHT AND YOUR NUTRITION. Is there a connection between nutrition and eyesight? Medical research says there is. This report helps explain the significance of this relationship for both children and adults.

FATS IN FOODS. A report on the difference between unsaturated and saturated fatty acids, and which are recommended in the diet.

HIGH BLOOD PRESSURE. An important review of some ways that may help prevent high blood pressure by diet and a healthful way of life.

YOUR FEET REQUIRE SPECIAL CARE. You may help prevent foot disorders by following these sensible suggestions.

VITAMINS AS YOU GROW OLDER. This article explains why an M.D. "believes that some of the symptoms of aging can be reversed with large doses of vitamins."

CHANGING VIEWS ON ULCER CAUSE AND DIET. A description of some diets and a discussion of some medical theories about what causes ulcers.

VIEWS ABOUT VITAMINS. A study of vitamins, the reason why we need them, and a list of foods and food supplements in which each is most plentiful.

HEART DISEASE. Valuable report on ways which may reduce high blood pressure, as well as other recommendations and information for protecting the heart.

ASTHMA—IS CLIMATE THE ANSWER? This article outlines a program which asthma sufferers may find helpful.

SAFETY BEGINS AT HOME. We would all like to believe home is the safest place in the world. But is it? Statistics prove that most accidents occur in our own home. This article shows what you should check and do to make your home safer.

OTHER HEALTH ARTICLES THAT HAVE APPEARED IN PREVENTION:

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The Nourishment Some Babies Need
Blood Sugar and How It May Affect You
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Be Sure about Surgery
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Can You Save Your Heart?
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To introduce you to PREVENTION MAGAZINE, we want to send you, as a free gift, a copy of an important book "AND THE DOCTORS SPEAK OUT!" Prominent medical researchers, with a knack for plain talk, give you their ideas on many of today's health problems. In this helpful guide, you learn how medical science is working to prevent some of our most dread diseases.

"AND THE DOCTORS SPEAK OUT!" is packed with many startling comments. You'll see how some of the findings in this book may revolutionize our usual concept of waiting for an illness to strike before getting concerned. You may even be shocked as these doctors reveal some commonly-held health ideas as "sacred cows" that should be challenged.

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Some Topics in your FREE BOOK

AMERICAN MEDICINE TODAY. Did you realize that the United States is the "best place in the world to have a serious illness, but one of the worst in which to have a non-serious illness?" The reason for this shocking paradox will surprise you.

"GETTING OLD" MAY BE VITAMIN C SHORT-AGE. A Canadian doctor proposes an idea that may be important to all of us—maintaining an optimum body level of vitamin C offers effective natural means of building resistance against many diseases. You may be surprised why this vitamin is claimed to have a potential that outpaces many so-called "wonder drugs."

NUTRITIONAL GUIDANCE FOR CHILDREN. Poor diet may affect not only the physical growth and maturation of children, but their day-to-day performance as well. Proper diet can eliminate allergy problems, help solve emotional difficulties, even have an effect on I.Q. test scores.

CAN STRONG TEETH BE GROWN LIKE PLANTS? There is a great similarity between tooth formation and plant redevelopment, claims this European researcher. You may find this information useful as a guide to proper dental nutrition.

CANCER HAZARDS IN OUR ENVIRONMENT. Even with the present limited knowledge of cancer causes, much can still be done to protect yourself. Listed here are some of the common hazards you should guard against.

A SIMPLIFIED NUTRITION PROGRAM FOR THE YEARS AHEAD. Mere knowledge of proper nutrition is not enough; it must be properly applied especially in the latter years of our lives. A world famous nutrition expert outlines his plan for promoting better nutrition and tells what may help you to better health now and in your later years.

WHAT IS A NATURAL DIET? The quality of food is not the only factor in proper nutrition. How much you eat and when is important. In this section, the stimulating ideas of various researchers are given so you better understand the types of food that can lead to better health.

MAN'S GREAT KILLER: CARDIO-VASCULAR DISEASE. The way we live is killing us. Cardio-vascular disease—disease of the heart and blood-vessels—has increased steadily during the last decade to become man's greatest killer. While the disease has many causes, one of the most common is our way of life. A pharmacologist lists a program of measures that he believes may contribute materially to the prevention of this disease.

BROKEN MARRIAGES . . . AN "UNKNOWN" CAUSE. Marriage counselors usually encourage quarreling couples to discuss emotional, psychological, and sexual problems, BUT do they overlook another important cause of broken marriages? A noted nutritionist believes so. She outlines an interesting series of case studies that seem to support her belief.

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Cimex Lectularius, The Bedbug

By Cash Asher

This article is a chapter reprinted (with the permission of the author) from Mr. Asher's book *Bacteria, Inc.* published by Bruce Humphries, Inc., Boston, Mass.

IT WAS at the end of the nineteenth century that enterprising researchers began looking outside the theory of contagion for the cause of malaria, typhoid, and smallpox. They traced typhoid to contaminated water, and trailed malaria to its lair in the proboscis of the female mosquito; and they tracked smallpox over many trails, until they found it hidden in the bed. *Cimex lectularius* was its host.

Cimex lectularius is a formidable name for the little brown-shelled creature known commonly as the bedbug. The name was given to the insect generations ago in Italy where, incidentally, smallpox has been a scourge since early times. "Cimex" is the Latin word for bug, and "lectularius" means simply bed or couch.

While *Cimex lectularius* is innocent in appearance, he has been a deadly assassin of the human race. The mystery story of all times could be woven about his insidious assault upon mankind. He has committed the perfect crime. He has gone undetected while the blame for his crimes has been attributed by the greatest medical scientists to an invisible airborne germ lurking in the microscopic depths of matter.

This "innocent" bug, since time immemorial, has been the bedfellow of the human race. Grudgingly, yet with resignation, people have let him have his small feast of blood. They never suspected that as he feasted he left at the banquet table the lethal virus of smallpox. Aside from those he killed, he marked the faces of millions; turned beauty into a pock-marked mask. For generations, these pitted millions blemished the racial streams of the world.

of the Pest House in San Antonio, he had ample opportunity to study smallpox, and devoted his keen and penetrating intellect to the problems of discovering its cause, whether it was contagious or infectious, and the efficacy of vaccination. Finally, in a paper presented to the Bexar Medical Society, he identified the carrier, stated that the disease is neither infectious nor contagious, and declared that vaccination does not prevent smallpox.

The following excerpts are from that report, which he included later in his book, *Bats, Mosquitoes & Dollars*.

Dr. Campbell's extensive experiments led him to the conviction that "bedbugs are the only diffusing agents of this loathsome disease," and that "our present knowledge of its being air-borne, or of its being transmitted by fomites, must be all wrong." First, he sought to demonstrate its non-contagiousness by means of clothing, bedding, hangings . . ." and used himself as a subject. He was finally able to report:

"As even the air itself, without contact, is considered sufficient to convey this disease, and touching the clothes of a small pox patient considered equivalent to contracting it, I exposed myself with the same impunity as my pest-house keeper, who is immune, having had the smallpox."

Experimenting With Exposure to Smallpox Does Not Bring on the Disease

Dr. Campbell went from house to house where there were victims of the disease, removing them to the pest house, under legal authority, and "never conveyed this disease to my family, nor to any of my patients or friends, although I did not disinfect myself or my clothes nor take any precautions whatever, except to be sure that no bedbugs got about my clothing."

Another experiment was to beat a rug thoroughly in a small room from which had just been removed a smallpox patient. He remained in the dust-stifling room for thirty minutes, "inhaling particles of organic as well as micro-organic matter," thus representing the respiratory as well as digestive systems as accepted avenues of infection. Upon a microscopic examination of his sputum the following morning he found "cotton and woolen fibres, pollen, and comminuted manure, as also bacteria of many kinds." From that time on, he mingled

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Science moved quickly and effectively to exterminate the malaria-carrying mosquito; and sanitary engineers tackled the problem of water purification. Why then did they not move with equal dispatch against the greatest of all killers—the bedbug?

It's Profitable to Make Serums

Economically, when *Cimex lectularius* was exposed as the carrier of smallpox, the manufacturing of serums had grown into a profitable industry. The vaccination of every child before entering school had become an established practice. Many states and cities had enacted laws and regulations making it compulsory. Practically every doctor in the land was finding vaccination a lucrative part of his practice. Medicine had put the stamp of its authority upon this procedure.

Thus, when Drs. Campbell, Watts, and others at the turn of the century brought forth the startling facts of their findings on the cause of smallpox, their reports and writings were overlooked. They had made a major discovery. It would protect the cameo beauty of the children of the future. It would remove the dread of death and scarification, and safeguard people everywhere in the world from the pollution in the needle.

It was Dr. Charles A. R. Campbell, of San Antonio, Texas, who first directed attention to the bedbug as a carrier of smallpox virus. He was an outstanding scientist of his generation. *The San Antonio Light*, in an article as late as October 29, 1946, referred to Dr. Campbell in these words:

"The value of bats as a mosquito eradicator was first discovered by the late Dr. Charles A. R. Campbell, a San Antonio scientist. He was recommended for the Nobel prize in recognition of the service he had rendered the world in mosquito eradication."

The stature of the San Antonio doctor was also recognized by *The Saturday Evening Post* of May 29, 1948, when it published an article telling of the prevailing interest of naturalists and students of Americana in his methods of combating malaria.

Branching into three specific fields of research, typhoid, malaria, and smallpox, Dr. Campbell made notable contributions to each. As Health Officer, and Bacteriologist in control

freely with his patients and his friends but none of them contracted the disease.

Next, he exposed two city carpenters, two laborers, and himself to the germs of an outhouse that had been used at the pest house for smallpox patients only, for five years. Three of the workers had not been vaccinated and the fourth only in infancy. He reported concerning that unaesthetic job:

"It was constructed of 1 x 12 inch slats and boards. With hatchets and levers the old structure was soon razed, and the foul-smelling lumber was carried by each of us a distance of one hundred yards and neatly reconstructed.

"As the day was very hot and our water supply some distance from the work, I placed a bucket of water about ten feet from the work and in such a direction with the wind that the dust from the sawing and nailing of the old boards would fall into the water. Of course, the laborers did not observe my object in so doing, and they and myself all drank freely of the water until noon. After dinner all of us worked on that foul-smelling structure and drank of that same water until evening, when the work was completed."

The doctor had these men under observation for fourteen days, but neither he nor they took the smallpox.

It was the custom in San Antonio at that time to burn any laundry that happened to be found at the home of a Negro washwoman when the disease struck some member of the Negro family, the owners of the clothing being reimbursed from public funds. In five cases, Dr. Campbell took the clothes to the detention hospital, spread them out on the grass, and examined them for bedbugs. Finding them free of bugs, he returned them to the owners without any disinfection whatever. These clothes did not convey disease to anyone.

But most startling of all was his work in the detention hospital. First, he made sure that there was not a bedbug in the place, or that none was carried in by the patients. Then he repeatedly allowed well members of a family to mingle with relatives in various stages of smallpox illness. No one ever caught the disease in this manner. Specific cases that he gave in his report to the Baxar Medical Society, and in his subsequent book, are well worth quoting here.

"Anita H., a Mexican child, four years of age, never

playing cards with them and eating and sleeping in the infected tents. He told of two children, aged eleven and nine years, one vaccinated in infancy, the other never successfully, who played with the children at the Pest House in all stages of the disease without the least harm.

Among the patients coming under his observation and care was a girl of eleven years who developed smallpox after arriving at a San Antonio hotel. The doctor took this patient and her father and mother to the Pest House, locking the door of their room at the hotel and leaving orders that no one be allowed to enter it until his return. This room had been occupied two days and two nights by the patient. Upon his return, Dr. Campbell carefully inspected the bed and the entire room, particularly the walls and ceiling, and not finding any bedbugs, told the hotel proprietor that the room was again all right: and it was from that time on occupied. All of the occupants were kept under observation, but not a case developed in any of the persons occupying the room.

Another case described by the doctor was that of a little girl who was seized by the disease about eight hours before reaching San Antonio. This little patient's family consisted of her father, mother, and brother eight years old. He took them all to the Pest House. The man he allowed to leave and go to the city, as he pleased: and, with the doctor's consent, he procured a horse and buggy and took his wife riding every day. At night they went to the theatre, returning to the Pest House to sleep. The father bought a doll for the little girl; and she played with it, being at the time thoroughly covered with smallpox. She made a dress for this doll, slept with it at night, kissed it, and played with it constantly, until about the fourth day, when she became displeased with it and after some consultation her father returned it to the store where it was purchased and exchanged it for a larger doll. The clerk from whom the purchase was made was kept under secret observation for a long time; but nothing developed from the exchange.

In one instance at the Pest House a blanket used by a Mexican woman who was ill with smallpox was inadvertently given to the wife of one of the keepers and she used it for a cover for her baby three weeks old, wrapping him snugly in it.

vaccinated and who had never had the disease, was taken to the pest house, where she took a baby out of the crib, and played with it about four hours, hugging and kissing it and riding it in a perambulator around the grounds; but, although this baby was covered with pustules of smallpox, and although we took no precautions whatever (the girl's mother having agreed to this experiment), the girl did not acquire the disease."

Another case was brought to the detention hospital in a vesicular stage, remaining until recovery and the routine dismissal. Of the subsequent test in this case, Dr. Campbell reported:

"In this case I caused the bed clothes of his bed to be undisturbed when he recovered. The same bed, without any change in the bed clothes, was then occupied by L. M. This individual had never been vaccinated nor had smallpox, and understood that he occupied this bed as an experiment. He did not acquire the disease."

Young or Old, Patients Do Not Infect Others Unless Bedbugs Are in Evidence

A family of six were taken into the detention hospital, since three of the children acquired smallpox and the family did not wish to be separated. The parents had had the disease but the fourth had escaped it. The family remained in the one room for the period of six weeks—eighteen days after the period of desquamation of the case that developed last. They were returned home, the one child not having acquired the disease during the six weeks' constant exposure. However, upon the fifth day after returning home, this child acquired the initial fever. The doctor then examined their house and found it to be "literally alive" with bedbugs.

Dr. Campbell had at the Pest House half a dozen employees who did the washing and scrubbing. He had employed these people because, as he explained, they were "non immune"—and yet none of them ever contracted the disease.

The night watchman, vaccinated in infancy, frequently mingled with the patients, keeping up the fires and remaining all night, but did not contract the disease. Nor did the man whom he designated as "A. C., never vaccinated nor had the smallpox," but who mingled with the patients in all the stages,

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"This," he explained, "is so well known in the Canadian wilds that such old habitations are avoided with dread and passed with a shudder. Old, discarded clothing has long been recognized as a carrier of contagion, although nobody in Canada had ever dreamed of the transmission of the disease being due to insects, in spite of the fact that such abandoned huts and clothing were known to contain bedbugs."

Waddell tells of Dr. Campbell's desire to go to Mexico in order to experiment upon prison inmates, who would be given their liberty after investigations were finished. There were no laws in Mexico at that time preventing such experiments. The physician-scientist was seeking a grant of \$12,000 to carry out that project. Waddell tried to raise the money for him from several sources but failed. Finally Dr. Campbell called upon one of the directors of the Rockefeller Institute. After this individual listened to the doctor's request, Waddell describes him as holding up his hands in horror and exclaiming, "What! Furnish you with money to experiment upon human beings! What do you think the American people would say, were I to do such a thing as that?"

Concluding his article, Waddell said: "In my opinion, Dr. Campbell has proved beyond the peradventure of a doubt that smallpox is transmitted in one way only—by the bite of an infected bedbug, or possibly in rare cases by that of another blood-sucking insect, the chinche volante."

At the conclusion of his long and thorough experimentation, Dr. Campbell arrived at two important conclusions. 1. That smallpox is transmitted only by the bite of an infected bug. 2. That perversion of nutrition determines the degree of virulence.

Of the first, he said: "In all of the cases of smallpox that have originated here I have always found bedbugs; and where patients suffering with this disease were brought here (to the Pest House) and placed in premises free from these vermin, the disease did not spread to persons living with the patient. This has occurred in all stages of the disease."

Nutrition is Also Important

On nutrition he had this to say: "The most important observation on the medical aspect of this disease is the cachexia

The mistake was not discovered for a week—yet the baby did not contract the disease.

Medical Recognition For Dr. Campbell's Theories

After making a great many of these experiments, Dr. Campbell invited the City Council and other officers of the city government to the Pest House. These officials were familiar with the experimental work he was doing. Several of them made laudatory speeches of the experiments. Evidently they had faith in what he was doing for they visited the Pest House without fear and attended a banquet honoring Dr. Campbell. They remained two or three hours in an atmosphere charged with smallpox, and even contacted patients directly, yet all escaped the disease.

In his report to the Bexar Medical Association, Dr. Campbell made it clear that he had destroyed the bedbug population of the institution before launching upon his experiments.

It was only natural that Dr. Campbell, being a national scientific figure, came into frequent contact with the leading minds of his generation. Among his associates for many years was J. A. L. Waddell, D. E., LL. D., who became a staunch admirer, and attempted with vigor to direct world attention upon the spectacular and thorough researches of the San Antonio physician. In one of his papers, Waddell says:

"The writer has long felt that the results of Dr. Campbell's wonderful and interesting nature studies should be brought to the attention not only of the medical profession throughout the world but also of those intelligent, thinking people who are interested in the works of nature and of the methods of utilizing them for the benefits of mankind."

Waddell tells of his first meeting with Dr. Campbell and of how a recital of the doctor's complete and painstaking experiments on bedbugs and smallpox convinced him of the doctor's claims. The writer deviates to recount some personal experiences among French Canadians, who at that period were much afflicted with smallpox. He pointed out that most of their houses were overrun with bedbugs—also that the Canadian Indians were much afflicted with that dread disease, which they often contracted by going into abandoned tepees or huts.

by his grandfather in San Antonio, which determined that he was not "immune."

Dr. Watts recited many cases where free mingling of members of families with smallpox victims was allowed under his watchfulness, after the bug-killing process was executed. In all of the cases, none acquired the disease. One case was designated as L. R. age 20 years. Dr. Watts says:

"Seen in initial stage, I remudded his house and cleaned it with bichloride solution. No case developed among any other members of this family, although three children, his wife, and his brother's wife and mother lived there. Also about twenty relatives visited him during his illness. All of these were patients of mine and personally known to me."

In the case of C. C., aged 10, he reported:

"Well developed when first seen. I ordered the house cleaned up under police supervision. His brother developed the disease three days afterwards, but no other case occurred here, although three girls, the mother and grandmother occupied this cave."

Another case was "J. A. Aged one year. Some ten children lived here in three rooms. After several hours of hard work at extermination and cleaning up I was rewarded by no new case developing here."

Many more cases were recited in Dr. Watts' report, all of them with the same convicting results. Following the presentation of these experiments of Drs. Campbell and Watts, the Bexar County Medical adopted the following resolution:

"Resolved, that we express our entire confidence in Dr. Campbell's experiments and clinical observations tending to show that the bedbug is the sole conveyer of smallpox, as the body-louse is of typhus fever, and we believe that further experience will lead to its complete demonstration."

Fifty years ago, bedbugs were a common household pest, from the wilds of the Canadian Northwest to the tepees and caves and home of luxury of our border neighbors on the South; from Manhattan's swank hotels to the cushioned luxury-trains of Pullman, and across the sweeps of prairie to the Gold Coast. Only the most fastidious housewife kept free of them, and she must be forever on the lookout. Coats and wraps of guests were

with which it is invariably associated *and which is actually the sole requisite for its different degrees of virulence*. I refer to the scorbutic (relating to scurvy—the disease caused by lack of green food) cachexia . . . The removal of this perversion of nutrition will so mitigate the virulence of this malady as positively to prevent the pitting or pocking of smallpox."

Although Dr. Campbell was never able to obtain the funds for pursuing his program in Mexico—that plague-swept border neighbor—his work was carried on by Dr. J. A. Watts of San Antonio, who spent several years in that country and was thrown constantly in contact with smallpox. In a paper read before the Bexar County Medical Society, Dr. Watts disparaged the results of vaccination "by points and serum," and particularly the vaccination methods adopted by the government of Mexico. "The lack of care in taking the pus; the disregard to the clinical health of the subjects and the severely sore arms from mixed infection placed it where my using it was impossible." A record of all cases vaccinated showed a failure of 80 per cent. Dr. Watts used all known means of stamping out the disease, except isolation. This he could not impose since the government did not impose quarantines.

Becoming interested in Dr. Campbell's theory of the transmission of smallpox, he redoubled his fight to rid his community of the malady. This he did by an educational campaign against bedbugs. In reporting the results of this effort, he said: "Where I was able to do this or where I found a house free from bedbugs, I never had a second case of smallpox occur. I allowed and even encouraged free intermingling of families after I was positive that no bugs existed, and in each case had no recurrence of the disease."

Proof That Vaccination is Not the Reason for Immunity

In 1907-8 an epidemic broke out during which the doctor mingled freely with his family, friends, patients, and smallpox sufferers. "I never," he reported, "employed any of the methods recommended, such as changing, robing, disinfection during or after visits. I also had the closest possible relations with my boy, who even accompanied me on my rounds when I went to see these cases, of course, remaining in the buggy."

Two years later the boy was "successfully" vaccinated

alarming increase of encephalitis, syphilis, poliomyelitis and cancer—all of these diseases of virus infiltration into the blood and tissues of the body. Heart disease and cancer are death-dealing afflictions of alarming increase.

We knew where to look for these viruses when food was cooled in damp cellars, and drinking water contained the seepage from privies, and mosquitoes and bedbugs inhabited the dwellings of man. But today we have hidden them in a sterilized phial and we inject them into the body with a disinfected needle. Then we play blind-man's buff and set out in frantic search for the ultra-microscopic pests. We do this so scientifically, and at such great expense, and with so much pomp that we create a great illusion; and courageous, indeed, is the man who dares to decry the practice.

The Recent Smallpox Scare in New York

But thoughts of the disease still strike terror in the hearts of countless people; and boards of health grow panicky with its approach. This happened in the vast metropolis of New York in March 1947, when a solitary suspected case so frightened health officials that they brought about the mass vaccination of more than five million persons.

In a story, *Smallpox, The Killer That Stalked New York*, the *Cosmopolitan Magazine* for April, 1948, gives a graphic description of what happened.

The patient who died of the disease was Jean LeBar, an exporter of leather goods from Mexico. He was hospitalized in New York and treated for a rash. He had been vaccinated in childhood, and carried in his pocket a certificate showing a recent vaccination, on crossing the border. Thus, supposedly, he was immune. The greatest dermatologists in the metropolis diagnosed his rash variously. One doctor said he suspected drug rash; since LeBar, being ill on his trip from Mexico, had taken a variety of phenobarbitals and other pain-killing and sleep-inducing compounds. Another doctor thought the patient had "ricketsailpox," a newly discovered disease transmitted by mites. None thought LeBar had smallpox, but when a few rash cases developed in the hospital where he had died, the doctors were wary. They examined these and it took a young doctor to put

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carefully hung on halltrees lest the visitor might inadvertently leave a bug if thrown across the bed. Home furnishings were against cleanliness a half-century ago, from the massive, ornate furniture, to the straw-filled mattresses and straw-padded rag carpets; from the source of water in the rain-barrel and the old oaken bucket, to the cream crock and pans of milk cooling behind screens in the cellar. Flies bred in the tidiest of privies and mosquitoes hatched in the rain-barrel. Housewives struggled from dawn until midnight, but the plague caught up with them, despite vaccinations. The *Boston Post* of January 2, 1934, gave an illuminating account of this hopeless struggle.

"The first compulsory vaccination law was passed by Massachusetts in 1855. It required that every infant must be vaccinated before reaching the age of two years; that no child should be admitted to any public school unless vaccinated; that all inmates of public institutions must be vaccinated; that the employees of all manufacturing corporations must be vaccinated as a prerequisite to employment and, to cap the climax, everyone must be vaccinated every five years. What was the result? In the twenty years following the enactment of this law there were 4,221 deaths from smallpox in Massachusetts. *The protection afforded by this law did not highly recommend itself to the people, and in time it was pretty much ignored, so that finally in 1908 the infant vaccination requirement was repealed without protest by anyone and without any bad results.*"

Other states observed similar disheartening results. Epidemics occurred and vaccinated persons, serene in the delusion of safety, were struck down by the virulent killer.

Bedbugs In Modern Cities

Today, the bedbug has all but vanished from this vacuumed and disinfected land of ours. And smallpox is so rare that the thousands of younger doctors have never seen a case of the disease. But the practice of vaccination is as popular as it was in the days of the plague. It is even more popular, since the proof is gone that vaccination does not prevent smallpox. There is no smallpox to prevent. Why, then, does the vaccination fetish persist? We must find the answer in economics—in the billion-dollar serum industry and its correlative industry, medical practice. This book would not be written but for the

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occupied the same hotel with the LeBars. Says the *Cosmopolitan*: "The show girls of *Carousel* and *Oklahoma* made the front pages being vaccinated, of course, on their thighs."

And, incidentally, the *fons et origo* of this melodrama was overlooked by physicians. It is found in the following quotation from the *Cosmopolitan* recital:

"On Tuesday morning, Mrs. LeBar appeared at the hospital with a small medicine bottle containing a very small bug. She'd found the bug, she said, while going through her husband's clothing and *thought it might account for his illness*. Excited about her discovery, she urged the doctors to examine the bug as quickly as possible.

"The hospital sent the mysterious bug to the New York University Laboratory, where it was promptly identified by Dr. Donald Moore, entomologist, as a *Cimex lectularius*, or the common and harmless bedbug."

How Poisonous is DDT?

As a general rule, drugs are administered for short periods of time so that the duration of the toxicological insult to the body is limited. Even though a medicament may possess undesirable side effects, these usually are outweighed by the therapeutic actions, and the use of the drug can be justified on this basis. On the other hand, when a chemical is added to foods, its ingestion literally is forced upon the individual, and this may continue throughout his lifetime. Under these circumstances, the approach to the appraisal of its safety for use is somewhat different from that for a drug. More emphasis must be placed on the development of chronic effects rather than on acute and sub-acute effects as is the case with drugs. For example, carbolic acid (phenol) is practically synonymous with the term "poison," and DDT has been considered a quite harmless substance. It has been demonstrated in this laboratory that rats can ingest a diet containing one per cent carbolic acid for a long period of time without producing much harm to the animals. Under similar conditions, rats are injured when the diet contains 0.001 per cent DDT, *which indicates that DDT when consumed for long periods of time is at least 1000 times more poisonous than carbolic acid.*

From the *Food Drug Cosmetic Law Quarterly*, Sept. 1949, page 412, an article entitled "Procedures for the Appraisal of the Toxicity of Chemicals in Foods."

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the seal of smallpox upon them when he said, "I've never seen it myself, but this looks like smallpox."

It was Dr. Ralph Muckenfuss, chief of the city's virus laboratory, who finally announced that LeBar had died of smallpox, and started the panic. In the course of a few hours after his pronouncement, members of the health department appeared before the mayor. Their conference is described as follows in *Cosmopolitan*:

"Drs. Bernecker and Weinstein outlined their program of mass vaccination, millions of doses of vaccine and hundreds of doctors to give them; health centers and police stations to handle the crowds; press and radio to spread the word. Smallpox might ravage the city, spread through the state, close up the port of New York, Dr. Weinstein declared. 'Besides,' Dr. Bernecker added, 'there never was a better chance to immunize the whole city at once.'

'How much will it cost?' asked the mayor.

'Not more than a half million,' the doctors said.

'Okay,' said the mayor. 'I'll buy that.'

And so the doctors of the city were enlisted and began one of the most phantasmagoric experiments of all times. Even though LeBar had been dead and cremated for three weeks, and had carried his vaccination certificate in his billfold when he died the doctors began tracing his movements from the hour he crossed the border.

Says the *Cosmopolitan* in telling this story:

"Dr. Weinstein reached for his telephone. He called the United States Public Health Service in Washington and advised them, calmly as he could, that smallpox had entered New York and that the city was looking into the matter. He ordered a report from Helen LeBar (the victim's wife) on the travels of a bus more wayward than Bill Camillo's.

He called the Foreign Quarantine Office on Staten Island, informing them that a man from Mexico had slipped through the border inspectors with a microscopic virus. And he ordered the immediate vaccination of the city's police and firemen."

From beginning to end the story was replete with melodrama, physicians armed with needles invading boarding houses in the slums, and obtaining the names of the people who had

PREVENTION

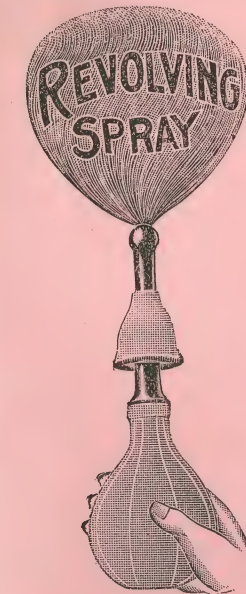
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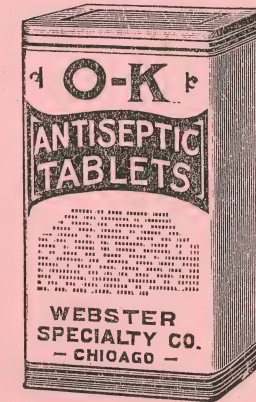
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All Nervous and Heart Diseases, Blood and Kidney Troubles, all Fevers and Inflammations, Pleurisy, Quick Pulse, Hot Dry Skin, Abnormal Thirst, Rush of Blood to the Head, Hot Flashes, Throbbing and Beating Pains, Vertigo, Inflammation of the Eyes, Dyspepsia from undigested food. The chief remedy in all disorders caused by heat or burning sensations and inflammations where cool applications are soothing. **Price \$3.00.**

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All Bowel Complaints, Constipation, Sour, Acid and Weak Stomach, Nervousness, Menstrual Pains and all Female Weakness, Colic, Cramps, Sick Headache and Vomiting, Torpid Liver, Worms, Incontinence of Urine, Seminal Emissions, Scrofulous Swellings, All Gastric Derangements, Coated Tongue, Blotches on Face, Acid Secretions and Discharges, Rheumatism, Foul Smelling Feet and body perspiration. The chief remedy in all diseases caused by an excess of acid in the blood. **Price \$3.00.**

FAMOUS SPECIFIC No. 7 CURES

All Kidney, Liver and Gall Diseases, Stomach Troubles, Female Weakness, Pains in the Back, Ovarian and Womb Disorders, Diabetes, Enlarged Veins, Muscular and Fibrous Dilations, Constipation, Blood Tumors, Bone Ulcerations, Offensive Discharges, Osseous Lumps, Piles, Dropsy, Dragging Pains in the Loins, Excessive Menstruation. The chief remedy in all diseases caused by wet and damp surroundings. **Price \$3.00.**

FAMOUS SPECIFIC No. 8 CURES

All Bladder Difficulties, Male and Female Weakness, Blood Poisoning, All Constitutional Diseases of the Generative and Sexual Organs, Soft Tissues, Fevers, Carbuncles, Felons and Pus Formations, Catarrh, Bronchial, Lung and Private diseases caused by Contageon, Colds in the Head, Ulceration of the Liver, Skin Affections, Pimples and Scabby Skin. The chief remedy in all diseases caused by getting wet and by contagion. **Price \$3.00.**

FAMOUS SPECIFIC No. 9 CURES

All Skin and Blood Humors, Sciatic Rheumatism, Watery Secretions, Dyspepsia, Indigestion, and Stomach Troubles, Bowel Complaints, Neuralgic and Shooting Pains in Limbs, Dry Skin, Fevers, Menstrual Disorders from a weak constitution or consumptive causes. The chief remedy in all Heavy, Dull and Depressed Feelings in Hot rooms and in the evening. **Price \$3.00.**

FAMOUS SPECIFIC No. 10 CURES

Rheumatism, Liver, Blood and Kidney Disorders, Stomach Troubles, Indigestion, Dyspepsia, Constipation, Boils, Felons, All Bone Disorders, Pimples and Eruptions, Eczema, Restlessness, Nervousness, Weak Limbs in children, Neuralgic Pains in Eyes, Pale Sallow Face, Bad Taste in the Mouth, Poor Teeth and Teeth Disorders, Pains After Eating, Bloating Stomach, Painful Menstruation, Chronic Cough, Night Sweats, Aching Joints. The chief remedy in all Chronic Pus-Forming and Suppurating Diseases that are worse in cold weather. **Price \$3.00.**

FAMOUS SPECIFIC No. 11 CURES

All Rheumatisms caused by Liver and Blood Disorders, Nervousness, Excess of Bile, Jaundice, Billiousness, Gall, Bladder and Kidney Diseases, Dry and Peeling Skin, Want of Moisture in Mucous Secretions, Weak Digestion, Spasms, Vertigo, Vomiting Bile, Sick Headaches, Gout, Erysipelas, Heat in the Bowels, Womb Disorders, Colicky Pains, Heat in the Urine, Watery, Tired Feelings, Despondency, Dark Colored Menstruations, Twitching in Sleep, Dropsy, Billious Fevers. The chief remedy in all diseases caused by an enlarged liver, living in damp houses and on low, wet, marshy ground. **Price \$3.00.**

FAMOUS SPECIFIC No. 12 CURES

All Trouble in Feet, Rheumatism, Gout, Cramps, Cold Stomach, Constipation, Impoverished Condition of System, Female Weakness from Change of Life, Epilepsy, Menstrual Difficulties, Bowel and Stomach Disorders, Over-Sensitiveness, All Offensive Discharges, Dry Skin, Chills, Piles, Thick Viscid Urine, Ulcerations and Eruptions, Offensive Odors from Perspiration, Boils, Felons, When wounds Heal Slowly, Night Sweats, Sleeplessness. The chief remedy in all diseases that are worse at night and during full Moon. **Price \$3.00.**

FAMOUS SPECIFIC No. 13 CURES

Male and Female Weakness and General Debility. It gives tone to the system, increases the Red Corpuscles in the blood and feeds the muscular parts of the body. **Price \$1.00.**

FAMOUS SPECIFIC No. 17.

This is a mild and pleasant Liver Stimulant and Cathartic. It will not gripe or pain. Should be used in the beginning of all treatment. **Price \$1.00.**

FAMOUS SPECIFIC No. 18 CURES

All Stomach and Blood Disorders. Constipation, Indigestion, Dyspepsia, Jaundice, Heartburn or water-brash, Hiccups, Belching of gases, Sour Stomach, Billiousness, Coated Tongue, Kidney and Bladder Troubles and the Peculiar Disorders of Females Generally. As an after Dinner Tablet it has no equal, as it banishes all Distress After Eating. **Price 50 cents.**

FAMOUS SPECIFIC No. 19.

This Famous Specific is Guaranteed to CURE Rheumatism in every form. Should be taken in connection with Atlas Compound. **The price is One Dollar by mail.**

FAMOUS SPECIFIC No. 20.

For Suppression and Irregularities of the Menses from Colds, Fright, Emotions, Passion or other Similar Causes. It will positively Cure all Complicated cases where other remedies have failed. **Price \$3.00.**

FAMOUS SPECIFIC No. 21.

For the removal of Tumors, Swellings, Goitre, Varicocele, Hydrocele and all Calcifications WITHOUT SURGICAL OPERATIONS. **Price \$3.00.**

FAMOUS SPECIFIC No. 23.

For Gonorrhoea, Gleet, Stricture, and all Private Contagious Diseases of both Male and Female. It will neutralize the poison in 24 hours. It cures without danger to others. No change of diet, drink or business necessary. Persons liable to exposure should take a few doses at this time as the disease cannot then be contracted. The above are considerations of consequences to some persons. I Positively Guarantee it to CURE. It is not an injection, therefore cannot cause stricture as too many remedies do, but it is the only remedy that will completely dissolve and Cure a Stricture. **Price \$2.00.** Special circular mailed free.

FAMOUS SPECIFIC No. 25.

The Woman's Life Preserver. For all forms of Female Disorders. For Amenorrhoea (suppression of the menses), Dysmenorrhoea (Painful menstruation), Menorrhagia (profuse or excessive menstruation), Menopause (end of menstruation, or change of life), Menophania (first appearance of the menses), Menoplasia (irregular menstruation), Female Weakness or Prolapsus (falling of the womb), Anemia (poor, thin or watery blood). It is the Greatest Female Regulator in the World for all women between the ages of fifteen and fifty-five. **Price \$1.00.** Special circular mailed free.

FAMOUS SPECIFIC No. 30.

For married men or those about to marry. For old men and middle aged men whose sexual powers are weakened from excesses or age. This Famous Specific will cure Impotence, Sterility, Lost Manhood, Low Vitality, Feeble Desire, Prostatic Disorders of Men and Nervous Disorders of Women. Incontinence of Urine and a Dread of the opposite sex, both in the Male and Female. This Remedy is the great Vitalizer of the Sexual Organs both for Men and Women. Read Specific No. 40. **Price \$1.00.** Special circular mailed free.

FAMOUS SPECIFIC No. 35.

For Catarrh of the Nose and Throat. An elegant remedy. **Price \$1.00.**

FAMOUS SPECIFIC No. 40.

This Remedy is particularly recommended for young single men or those leading a celibate life. It Cures Spermatorrhoea, Involuntary or Nightly Emissions and drains caused by exciting dreams, or brought on by evil habits or excessive sexual desires, which lead to the disorders named under Specific No. 30. Curing one does not cure the other. Specifics No. 30 and 40 are for entirely different purposes. The disorders named under Specific No. 40 must be cured before attempting to cure those named under Specific No. 30. Specific No. 40 is especially intended for single men. If in doubt write for further information, stating your case very plainly. **Price \$1.00.** Special circular mailed free.

Correspondence

Health Insurance and the Medical Profession

To the Editor:—To obtain the services of the medical profession for the benefit of the sick of the poorer classes has been the object of many a philanthropic movement. The free clinic, the public ward or the free hospital, all expressions of philanthropy, are made possible by securing the free services of medical men. The fraternal societies, as we know them to-day, are an indication on the part of the masses that they would prefer to pay their own way if such were possible. In Great Britain the matter has been thought sufficiently important for a government to make it the subject of important legislation. All we lack in either the United States or Canada is the right type of politician and it will be made a subject of legislation on this side of the Atlantic.

The free clinic and all similar charitable institutions are made possible by exploiting the medical profession in the name either of charity or of religion. In Great Britain, Mr. Lloyd-George has been gracious enough to exploit the profession in the name of politics.

Our profession has made great progress in all the sciences pertaining to the healing art, but our methods of giving services and receiving our fees have remained unchanged for generations. A portion of the public pays us a large fee, another portion a small fee and a third portion nothing at all. It is estimated that 33 per cent. of the urban population of Great Britain was affected by the national insurance act. In this country the percentage of population of any fair-sized city seeking medical aid through the free clinic, the public hospital service, the fraternal society contract physician or the general practitioner's charity list is placed by many men as fairly high—some say as high as 50 per cent.; scarcely ever do I find it put as low as 25 per cent., so that I believe legislation similar to the national insurance act of Great Britain introduced into either Canada or the United States will affect as large a proportion of the population in either country on this side of the Atlantic. In other words, the profession gets to-day nothing for 33 per cent. of its work—for work that is worth more to the public than it ever has been before, in a time when the average medical income is on the decrease and the cost of living on the increase. We are living in an age when the "gold standard" determines one's standing in society. Mr. Aloes from Pill Castle, who has made a fortune out of his knowledge of human nature and drives a limousine, is much more likely to be chosen for senator than is a doctor who scarcely makes a living out of his knowledge of medicine and rides around in his little roadster. The day is past when the doctor is respected because of his profession alone, and most of us are guilty of valuing our practices by our cash receipts for the year. Therefore, to be consistent, we should welcome some method of converting this 33 per cent. loss into a paying proposition.

It is obvious that there is something missing in our present-day civilization and that before society will be satisfied the services of the medical profession must be at the disposal of rich and poor alike. The national insurance act of Great Britain was introduced to fit in between the medical profession and the public, although in its proper place it has been found inefficient and unsatisfactory and is a fair example of

And we wonder, too, if what Dr. H. A. Wiley had to say about Doan's Kidney Pills in the September *Good House-keeping* had anything to do with Mr. Balliett's expressed contempt for the celebrated chemist and food and drug expert. Speaking of kidney cures in general, Dr. Wiley said:

"A very dangerous class of remedies are the kidney cures. For the most part they depend on potassium nitrate, just as the rheumatism cures fall back on salicylic acid and a cathartic. Warner's Safe Remedies are anything but safe if such a dangerous disease as Bright's disease is making progress while you neglect diet and hygienic living, to take this mixture of 'potassium nitrate, alcohol, glycerin, a trace of oil of wintergreen and vegetable extractive,' possibly taraxacum. The exact composition of these mixtures containing very small amounts of many different products cannot be determined, but this analysis indicates the character of the alleged cure, and potassium nitrate, its main ingredient, could hardly be called a 'vegetable material.' Like many other drugs, it has most undesirable side effects, and its miscellaneous ingestion in this way may be vicious in itself, besides the fact that loss of time in diabetes and Bright's disease may prove fatal. Doan's Kidney Pills belong in the same category, and depend also mainly upon potassium nitrate, with fenugreek, oil of juniper, and hemlock pitch for their effect. Think how the sales would fall off if all of these 'safe cures' and 'sure things' were sold for what they are, with a formula on the bottle; and a true statement as to their efficiency."

Of course Mr. Balliett doesn't like the American Medical Association. He doesn't like the newspapers that refuse to accept medicine advertising. He does not like Dr. Wiley or any other agency or person that is endeavoring to persuade the public not to purchase Doan's Kidney Pills. And because he doesn't like them it is only natural that he should speak as he did before the ad-crafters. So far as the newspapers that have eliminated medicine advertising are concerned, they took that course as a means of protecting the public against what Samuel Hopkins Adams has termed "The Great American Fraud."

"A NEW PHYLACOGEN"

A large number of so-called "independent" journals are carrying a "reading notice" announcing a new phylacogen for typhoid fever put out by Parke, Davis & Co. Commenting on this the *Wisconsin Medical Journal*, in its issue for October, 1914, says:

"When commercial greed is locking horns with scientific facts and wishes to prove its case scientifically it seems easy to collect much so-called proof. Reports of several hundred cases successfully treated by several hundred physicians impress certain minds as having the same weight in evidence as fifty cases treated by one man with all the necessary controls. Verily judgment is difficult.

"The very latest style in therapeutics is Typhoid Phylacogen featured in Therapeutic Notes, September, 1914. 'This preparation consists of a culture filtrate of the *Bacillus Typhosus*, ——— combined with an equal volume of the basic or Mixed Infection Phylacogen.' Reports have been made on the Phylacogen treatment of typhoid fever in 310 cases, with recovery in 283, or 91 per cent.' This is recommended subcutaneously or intravenously. It is well to remember that basic phylacogen is composed of the filtrates from the growth of five or six bacteria, such as colon, staphylococci, streptococci, etc. Now to get down to actual facts, we have known for a long time that the typhoid bacillus produces a specific toxin only when the bodies of the bacilli are crushed. An enormous amount of work has been done in an endeavor to produce a typhoid toxin in a bouillon culture which will cause immunity in injected animals. *It has never been done.* One does, however, get protein toxins which are not specific for typhoid infection, that is to say these toxins cannot produce immunity to typhoid infection.

"If physicians are to be instructed in modern therapeutics by sales-agents of commercial firms then it seems time for us to close up our medical schools and send the students to school in drug and serum manufacturing houses."

believe that by analyzing insurance methods we shall ultimately arrive at a solution that will be satisfactory to both public and profession. By accepting the good points of present insurance methods and supplying what is lacking to make it acceptable to the medical profession, we arrive at a scheme to guarantee the insured public the payment of their medical, surgical and hospital bills on the one hand, and guarantee the medical profession payment of their fees on the other hand. In working out any scheme of insurance on these lines if the following four points are adhered to it should be acceptable to the medical profession:

1. The services of the whole of the medical profession should be at the disposal of the whole of the public.
2. No one should be made the object of charity.
3. The average income of the medical practitioners should be increased.
4. The basis from which the actuary must do his reckoning should be the schedule of medical fees.

This should sufficiently protect the medical practitioners and should be sufficient guarantee to the public.

Any insurance scheme which has for its object the securing of medical attention for the masses depends for its successful working on the judgment of medical men, and should, therefore, as much as possible remain under medical control. If the thing depends on our judgment for its successful working, we should be rewarded.

This is, perhaps, the largest problem that the younger members of the medical profession will have to solve in their day and generation. It is worth every man's while studying, and as I am not through studying it myself I shall be glad to communicate with those members of the profession who are interested, and shall make their questions and objections the subject of a second paper on this question at a later date.

A. R. MUNROE, M.D., Edmonton, Alta.

The Office-Boy Perineum Operation

To the Editor:—In THE JOURNAL, May 18, 1912, I published a description of a perineal operation. The chief technical point consists in stabbing a pair of scissors down to a part of the levator ani muscle, opening the scissors *in situ* and thus stripping the muscle free from attachments. This leaves it in condition for accurate suturing and restoration of the most important part of the elastic floor.

This peculiar step in technic simplifies the operation to such an extent that I have spoken of the whole operation as the "office-boy perineum operation," because the office-boy could do it after obtaining one object lesson.

A number of other surgeons are at present claiming priority for this technical step in question. I do not know who first employed it. As it is to become a matter of history, perhaps it may be well to state that I have taught this step in technic since 1895. I have letters from members of the visiting staff of five different hospitals with which I am connected in the way of documentary evidence. My object in furnishing this evidence is not for the purpose of establishing a priority claim, but to protect myself against the charge that some one's else step in technic has been appropriated by me and published without reference to some earlier operator.

are able to get on for carrying it on. If they get sufficient money they will be able to increase their present capacity from 400 to 1,000 beds. I am informed by the Chairman of the Board of Managers, Monahan, that the cost of running the hospital per bed is 10 francs a day, in spite of the fact that all of the doctors and nurses are volunteering their services free. Their staff of doctors, nurses, cooks and other servants number already 200, all of whom have to be fed. The heating alone consumes about 12 tons of coal per month, costing about £300. They require about half a million dollars, as they contemplate being able to take care of 1,200 beds. The Hospital is entirely under American control, and is being financed by Americans, and it appeals to me very strongly because of its magnificent equipment and also, that being so near the seat of war it undoubtedly will receive many of the most serious cases, which cannot bear longer transportation.

Queries and Minor Notes

ANONYMOUS COMMUNICATIONS and queries on postal cards will not be noticed. Every letter must contain the writer's name and address, but these will be omitted on request.

PLACE FOR A REST CURE

To the Editor:—I have a patient who is in a general run-down condition, and I wish to find a place where she can get care, proper diet and quiet, attractive surroundings. I should prefer some place in the South among the hills and mountains; among forests, where the climate is not too rigorous for the delicate woman to be out of doors, and yet where it is not too enervating, as it is in some parts of the South. I prefer a small place, providing she could get proper medical attention in such a place. One where tuberculosis or mental disorders are treated would not be satisfactory.

W. A. V., Jr.

ANSWER.—We shall be glad to forward information regarding such place or institution.

STATES WHICH REQUIRE PROPHYLACTIC FOR OPHTHALMIA NEONATORUM

To the Editor:—What states have laws requiring the use of silver nitrate in the eyes of the new-born?

A. B. M., Waycross, Ga.

ANSWER.—The following states have either laws or regulations for the prevention of ophthalmia neonatorum: Connecticut, District of Columbia, Idaho, Illinois, Iowa, Indiana, Kansas, Louisiana, Maryland, Maine, Massachusetts, Michigan, Minnesota, Missouri, Nebraska, New Hampshire, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, Porto Rico, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Washington and Wisconsin.

The law does not in all of these states specifically designate the kind of preparation to be used, the state boards of health being authorized either by direct mandate or by implication to determine this point.

The following states by law require the use of some form of prophylactic for ophthalmia neonatorum: Indiana, Louisiana, Maryland, Massachusetts, Missouri, New Jersey, New York, Vermont and Wisconsin.

In the following states the boards of health by regulation have authorized the use of silver nitrate: District of Columbia, Minnesota, Nebraska, New York, Porto Rico, Rhode Island, Utah and Washington.

TYPHOID VACCINATION AND IMMUNITY

To the Editor:—1. Does one attack of typhoid render a person

modern house plumbing which is made legally obligatory on housebuilders in many places entails a large, needless and altogether unjustifiable expense. Conceivably it is to the financial interest of plumbing supply houses—or somebody—to have the required system of plumbing as elaborate and as expensive as possible.

One feature of this situation deserves attention. It is plain that the most serious obstacle to the universal replacement in sewered towns of the dangerous privy-vault by the water-carriage system is the high cost of the plumbing. In this respect every unnecessary refinement and elaboration in plumbing outfits and legal requirements is a harm, not a help, to public health. The greatest possible simplicity and cheapness compatible with efficiency is what is needed in really "sanitary" plumbing, not a labyrinth of traps, vents and back-vents. If the plumbing interests really wish to aid the hygienic welfare of the community they can best do this, not by insisting on still more complicated devices and "inspections," but by simplifying and cheapening the cost of installing and maintaining the pipes and fixtures essential for carrying off the house wastes in a speedy and inoffensive manner. Finally, let us ask this question: To what extent do the plumbing ordinances in our American cities represent the prevailing opinion of public health experts and trained health officials, and to what extent do they represent the efforts of commercially interested individuals or organizations to entrench themselves behind the active if not always well-informed desire of the people to safeguard the public health?

MIXED VACCINE AND PHYLACOGENS

The noted advance in therapeutics shown in the development of vaccine therapy has brought with it grave dangers as well as advantages. We have, on a number of occasions, discussed in special articles and in editorials the dangers which threatened from the rapid commercialization of this new method. The unscientific character of mixed vaccines and of the mixed filtered products of a number of vaccines marketed as "Phylacogens" has been especially empha-

This admonition to seek the guidance of unbiased scientific observers is deserving of special emphasis at the present time. Five weeks ago we published the address of the chairman of the Section on Pharmacology and Therapeutics, Dr. John F. Anderson,² one of our foremost workers in this branch of biologic science, in which attention was very forcibly drawn to the dangers involved in the use of biologic products of non-specific character. He says:

Bacterial therapy undoubtedly in some cases is a most valuable method of treatment; but when the claim is made that a combination of the dead bodies or the filtered products of a number of different bacteria are useful for the treatment of certain diseases with a different specific cause, it would seem that the suggestion closely approaches quackery.

Further he says:

Aside from the doubtful practice of the indiscriminate use of unproved methods of treatment, it has seemed to me that a great injustice is done the patient by their use, since some of the preparations that have been widely exploited have been shown to be harmful in certain instances and even to have caused death. So the first step in attempting to remedy conditions is to awaken the physician to the importance of ignoring the claims of those who are pushing these new methods until their usefulness and harmlessness has been clearly demonstrated by those best in a position to do so.

As a result of scientific methods in teaching therapeutics, physicians have gradually given up almost entirely the use of "shotgun" prescriptions and now prescribe a drug or a combination of one or two drugs, each given for the purpose of exerting a definite action. On the other hand, the purveyors of bacterial vaccines have gradually increased the number of different bacteria in their mixed vaccines until some of those now advertised for sale contain as many as seven different kinds of bacteria, and some of the "Phylacogens" contain the filtered products of at least eleven bacterial species!

Under the present federal law there does not seem to be any way in which the federal government can do more than is being done at present. It is a case in which the physician becomes the sole guardian of the patient committed to his care. He is the one and only responsible individual. He cannot throw the blame for bad results back to the manufacturer. When he subjects his patients to the possibility of

warnings of disinterested scientists are of far more value than uncritical clinical reports put out under commercial auspices.

This we quote from a recent book by Victor C. Vaughan,³ President of the American Medical Association:

Every time an unbroken protein is introduced into the body it carries with it, and as a part of it, a poison. From the very careless, rash, and unwarranted way in which "vaccines" of most diverse origin and composition are now used in the treatment of disease, this matter certainly cannot be understood or its danger appreciated by those who subject their patients to such risks. It should be clearly understood that all proteins contain a poisonous group—a substance which in a dose of 0.5 mg. injected intravenously kills a guinea-pig. This poison is present in all the so-called "vaccines" now so largely used, and it is not strange that death occasionally follows the use of "Phylacogen" or similar preparations. Not only do these proteins contain a poison, but when introduced parenterally the poison is set free, not in the stomach, from which it may be removed, but in the blood and tissues. It is possible that vaccine therapy may become of great service in the treatment of disease. Even now there are occasional brilliant results which are reported while the failures and disasters are not so widely advertised.

Such a warning as this quotation contains, from a man so eminent as Dr. Vaughan, merits and should receive the careful attention of medical men; at least it should have as much weight as the "clinical evidence" spread broadcast among our profession by commercial houses.

THE OPIUM ALKALOIDS AND DIABETES

Opium preparations have long been used in diabetes, and there is a wide-spread belief that they are frequently efficient in diminishing the excretion of sugar in this disease. Data might readily be cited from the literature of clinical medicine to show apparently advantageous results following opium medication. No satisfactory explanation has yet been furnished of the manner in which excretion of sugar is diminished. It has been suggested that the alleged beneficent influence of the drug is attributable in a general way to its well-known sedative action on the nervous system. This hypothesis contains, at least, something tangible, in view of the fact that more or less ill-defined conditions of nervous irritability have been said to produce certain types of diabetes. Now that the investigation of

condition was elicited by injections of epinephrin or by the well-known pigûre experiment in which an injury to the roof of the fourth ventricle in the brain is promptly followed by glycosuria, no convincing effect attributable to the administration of opium products could be demonstrated. On the other hand, when an alimentary hyperglycemia was brought about by feeding unduly large quantities of glucose the inhibitory effects of opium products were clearly manifest. For example, repeated injections of opium alkaloids in quantities which of themselves had no demonstrable effect on the level of the sugar in the blood, nevertheless prevented the expected rise after the ingestion of sugar.

The newer studies of Magnus² and others have made clear certain effects of morphin on the movements of the alimentary tract which may serve to explain the inhibitory phenomena just referred to in connection with alimentary glycosuria. It is now known that this alkaloid greatly retards the discharge of its contents from the stomach into the small intestine, from which they are absorbed. It is apparent, therefore, that the antiglycosuric action of the opiates in diabetes may be due to the fact that the carbohydrates are not absorbed at the usual rate because they are not furnished in sufficient concentration through discharge from the pylorus. That the expected hyperglycemia does not develop in characteristic degree when opium products are administered may be due to the failure of the lower alimentary tract to be overloaded with readily absorbable carbohydrates within comparatively brief periods of time. Whether the facts here adduced will also suffice to explain the reduction in the output of sugar occasionally noted in human practice under similar therapeutic conditions, remains to be ascertained more definitely.

THE DANGER OF INFECTION FROM ICE

The modern practice of using iced food and drinks is so universal in this country that it is important to determine to what degree ice may be relied on as not carrying infection. When in the seventies and eighties of the last century it was shown that pathogenic bacteria might survive freezing, ice fell under

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~~PHYLACOGENS~~—SHALL WE USE THEM?—Some years ago Dr. A. F. Schafer conceived the idea that in almost all specific diseases there is a mixed infection. Acting on this theory he elaborated a filtrate from mixed cultures of pathogenic organisms to which the filtrate from the specific germ is added for the treatment of each specific infection. For instance, for the treatment of pneumonia the filtrate of the pneumococcus is added, in certain proportions, to the general filtrate of the mixed infectious bacteria; for the treatment of gonorrhea, the filtrate of the gonococcus is added, etc. Dr. Schafer tried his bacterial filtrates on animals, then on man; and met with considerable success. He saw fit to withhold from the profession the exact method of preparation of his filtrates. Shortly after, Dr. Schafer entered into a business arrangement with Parke, Davis & Company for the manufacture and sale of his bacterial filtrates, presumably on a royalty basis. Parke, Davis & Company made an exhaustive investigation of Dr. Schafer's claims, and having satisfied themselves as to the merits of the product, assumed the manufacture and exploitation of what they designate, for trade reasons, "phylacogens." While the principle underlying the employment of phylacogens does not differ from the general principle of active bacterial immunity, the product differs from the bacterins commonly in use by containing the bacterial metabolic products in solution. The further difference is that the method of manufacture of phylacogens is secret. It is this secrecy that provoked the Journal of the American Medical Association into an antagonism towards the preparation and its manufacturers, an antagonism

deep lesions not always being detected, and the difference in virulence of the infecting organism.

The physician can make the diagnosis in the early case and can satisfy himself that the patient has tuberculosis, but in many cases to convince the patient of the truth of it, and the need for treatment is quite another thing. The patient much prefers to hear that he is just a little run down and has a bronchial cough and that he will be all right in a few days. Meddlesome and sympathetic advice from his family and kind friends often overrules what his physician has told him, and turns the tide in his chances for recovery, and when it is months too late he is willing to take the advice of his physician and wants to be cured in a hurry. This is especially true in sanatorium work, for in many cases it is the family and relatives that decide when he is ready to go home and I believe that the relapses that occur are in no small degree attributable to this interference.

It is not the aim of this paper to introduce anything new, but rather to review the methods that we have at hand for the early diagnosis of tuberculosis and open a discussion on that subject.

Personals

The Bureau of Pensions has appointed Dr. J. Harvey Spruance, of this city, as a member of the Board of Examining Surgeons for the Pension Bureau at Wilmington. Dr. Spruance was appointed upon the recommendation of Congressman Franklin Brockson. He was appointed to fill the vacancy caused by the death of Dr. Evan G. Shortlidge.

Dr. Spruance has received his commission from the department.

Governor Miller has announced the appointment of Dr. J. H. Wilson, of Dover, to succeed the Hon. H. A. Richardson, as a delegate to the Fourth Annual Peace Congress to be held in St. Louis, Mo., May 1, 2 and 3, 1913.

Dr. Willard Springer has been mentioned as a possible candidate for mayor. He shall have our vote!

which, while fully justified on general principles, is nevertheless too severe and unreasonable.

We admire the Journal, we appreciate deeply the ability, energy and great service of its editor and his able co-workers, we endorse the great work of the Council of Pharmacy, but we cannot and should not be led by our desire for reform into a state of intolerance and injustice which savors of the inquisition of the Middle Ages.

We deplore the fact that Dr. Schafer has not been true to the noble principles of his profession which eschews secrecy in the preparation of remedial agents. We do not like the business methods adopted by Parke, Davis & Company in exploiting the phylacogens. And that is all. We are living in an age of commercialism and must accept the onerous burdens imposed upon us by this age, hoping and striving all the while for a better day. From a purely commercial standpoint Dr. Schafer was perhaps justified in sacrificing the noble traditions of our guild to the golden calf; from a purely commercial standpoint Parke, Davis & Company are justified in resorting to such advertising methods as would bring the greatest returns; but neither the action of Dr. Schafer, *who is primarily to blame for the secrecy of the preparation*, nor the commercial methods of Parke, Davis & Company have anything to do with the merits of their preparation. Theoretically, the claims made by P., D. & Co. for phylacogens are just as scientific and just as reasonable as those made by the various manufacturers on behalf of the bacterins. We must bear in mind that the action of the bacterins is due to their metabolic products and not the dead inert vegetable cells. If it is true that gonococcic, pneumococcic, typhoid and other bacterins exert a specific influence, it is equally true that the phylacogens have a similar, if not more powerful, action; if it is reasonable to employ the bacterins in the acute stages of infection, it is equally reasonable to employ phylacogens under similar conditions; if it is safe to inject the various bacterins, it is equally safe to inject the phylacogens with the proper precautions as to method and dosage. As to the theory of mixed infection it undoubtedly has the support of clinical as well as laboratory observations.

Coming to the clinical evidence we should discount at the start the accusation that P., D. & Co., or their scientific staff, are publishing deliberate lies. The firm has been in existence almost as long as the American Medical Association and has been too well and favorably known for its integrity to be suspected of deliberate falsehoods. With the wonderful equipment and scientific personnel possessed by this wealthy manufacturing firm, the facilities for a thorough in-

vestigation of Dr. Schafer's claims were such as to make it reasonably certain that the preparation does possess real merit. Now, if this is the case, as we believe it to be, have we the moral right to withhold a valuable preparation from our patients because we do not like the methods of its exploitation? Ethics is all right when it conserves the life and well-being of those intrusted in our care, but if we permit the sacrifice of life or health to uphold the dignity of our ethical standard, then it is murder.

VICE IN ITS SEVERAL ASPECTS.—The recent investigations of vice in the larger cities have brought to light a problem which may be measured by the centuries during which it perplexed civilized mankind. We have been often amused by the pigmy attempts to cope with this monster. Some newly elected public official starts out in Don Quixote fashion to conquer vice, with a big V. He summons his knights brave and true, makes his declaration of war and with a wonderful display of courage swoops down on the poor, in-offensive residents of the tenderloin. The girls are dragged to police stations and either fined or imprisoned, the houses are ostensibly closed and vice is conquered. How simple. So simple, indeed, that microcephalic officials actually regard this raiding business as an effectual method of coping with vice. The recent investigations by the various "vice commissions" have shown what we as medical men have always known that vice is a multiheaded monster. Prostitution, which is the commercial form of vice, depends for its being on demand and supply. The demand is based on (1) the natural polygamous proclivities of men, (2) economic conditions which make early marriages impossible, (3) vicious habits and bad associations, (4) ignorance as to consequences, (5) custom and the so-called double standard of morality, (6) frigidity, natural or assumed, on the part of the wife or temporary or permanent illness of the partner. Alcoholism, temporary infatuation, craving of new excitement, etc., are contributory factors of minor importance.

The supply is furnished by the prostitutes, public and clandestine, which may be divided into the following groups: (1) A large group of girls who have become accustomed from early childhood to intimate association with men and who regard the sexual embrace with the same indifference as they do a hand-shake. In other words, their natures do not revolt against and their sensibilities are not hurt by a free indulgence in promiscuous intercourse. Regarding this life of shame with perfect equanimity they enter it because it offers a certain ease and excitement and better pay. (2) Girls who are the victims of seduction and who drift into

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Post Card



E. E. Hyde, M.D.
CHICAGO,
535 Dearborn Ave.

THE DRUG TRADE
PARK, DAVIS & CO., 162 N. Franklin St. Main 4088
not in stock, your druggist can secure immediate delivery from
ILLINOIS.

CHICAGO MAY 23 5 00 PM
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Nathan P. Colwell, M.D.
CHICAGO,
535 Dearborn Ave.
ILLINOIS.

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St. Louis, Mo.

JUN 4 1913 6902

A QUIZ SERIES ON PHYLACOGENS

Issued Serially, Numbered from 1 to 9.

Preserve numbers as received to obtain the comprehensive information afforded.

No. 6.

Q.—How are Phylacogens marketed?

Ans.—In amber glass vials of 10 Cc. capacity, hermetically sealed. Price, \$3.00 per vial.

Q.—How long will the Schafer Phylacogens remain potent?

Ans.—Clinical experiments indicate that they will remain potent for at least two years. Each package bears the date after which it should not be used.

The Phylacogens are marketed by PARKE, DAVIS & COMPANY.

FOR SALE BY

THE DRUG TRADE.

If not in stock, your druggist can secure immediate de'ivery from
PARKE, DAVIS & CO., 162 No. Franklin St Main 4058

MAY 24 1913 6844

A QUIZ SERIES ON PHYLACOGENS

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No. 2.

Q.—To what diseases have the Phylacogens so far been made applicable?

Ans.—Rheumatism, Gonorrhea, Erysipelas, Mixed Infection and Pneumonia.

Q.—What does the term Phylacogen signify?

Ans.—It means an agent that will produce in the human system an Antitoxin or defensive proteid to combat bacterial infection causing the disease. The term is derived from two Greek words.

The Phylacogens are prepared by PARKE, DAVIS & COMPANY.

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A QUIZ SERIES ON PHYLACOGENS

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No. 9.

Q.—What is the initial dose of Phylacogen and how administered?

Ans.—Always subcutaneously, and in doses of 1 to 2 Cc., gradually increased daily, in accord with general physical and nervous condition of the patient. The usual interval between doses



C

A. J. Crampo M.D.

CHICAGO,

535 Dearborn Av.

ILLINOIS.

JUL 15 1913



7928



S. C. Stanton M.D.

CHICAGO,

1604 - 149 W. State

ILLINOIS.



JUN 6 1913 7002

A QUIZ SERIES ON PHYLACOGENS

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No. 7.

Q.—How are the Phylacogens administered?

Ans.—Either subcutaneously or intravenously. Good results are generally obtained from the former method, but they are not as rapid as those following intravenous injection. The constitutional reaction from the intravenous method is much more pronounced. The intravenous method should only be followed by physicians expert in giving such injections.

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A QUIZ SERIES ON PHYLACOGENS

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No. 8.

Q.—What are the contra-indications to the use of Phylacogens?

Ans.—There are none as regards the subcutaneous injections, excepting perhaps nephritis. But the intravenous method should not be used in terminal or hopeless cases, cases with severe dangerous cardiac involvement or with pronounced arteriosclerosis. The age of patient alone presents no contra-indications, although doses are regulated accordingly.

The Phylacogens are prepared by **PARKE, DAVIS & COMPANY.**

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No. 3.

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S. C. Stanton M.O.

CHICAGO,

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7604-15-9 W. State

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A QUIZ SERIES ON PHYLACOGENS

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No. 4.

Q.—What are the facts set forth as the basis of this new therapy?

Ans.—1st. That many diseases are caused by the metabolic products of bacteria.

2nd. That the human subject is the host of micro-organisms that are pathologically latent, but capable of setting up a disease process under certain conditions.

3rd. That the growth of these organisms and their effects can be neutralized through the use of products from artificial cultures.

These Phylacogens are prepared by PARKE, DAVIS & COMPANY.

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If not in stock, your druggist can secure immediate delivery from
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A QUIZ SERIES ON PHYLACOGENS

Issued Serially, Numbered from 1 to 9.

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No. 1.

Q.—What are Phylacogens?

Ans.—They are new process bacterial derivatives, prepared according to the method of Dr. A. F. Schafer, and used in the treatment of infectious diseases. They are sterile aqueous solutions of metabolic substances generated by bacteria grown in artificial media. They are made from a large variety of pathogenic bacteria. They are not bacterial vaccines nor sera, as ordinarily understood.

They are issued by PARKE, DAVIS & COMPANY.

FOR SALE BY

THE DRUG TRADE.

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A QUIZ SERIES ON PHYLACOGENS

Issued Serially, Numbered from 1 to 9.

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No. 5.

Q.—Do the Phylacogens produce any toxic effect?

Ans.—Experiments have demonstrated that the minimum lethal dose for an adult person, weighing 150 pounds, is about 800 Cc. The relative non-toxic action of these agents seems therefore assured.

Q.—Do any tissue changes follow injections of the Phylacogens?

Ans.—A series of autopsies on animals have shown no macroscopic or microscopic changes after therapeutic doses had been injected. The clinical safety, therefore, of the Phylacogens, is further established.

The Phylacogens are marketed by PARKE, DAVIS & COMPANY.

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THE DRUG TRADE.

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PARKE, DAVIS & CO., 162 No. Franklin St. Main 4058

Helen Grayco



Doris Day



*America's
Loveliest
Women
keep Trim
and Slender
with Relaxacizor*

Gizele MacKenzie



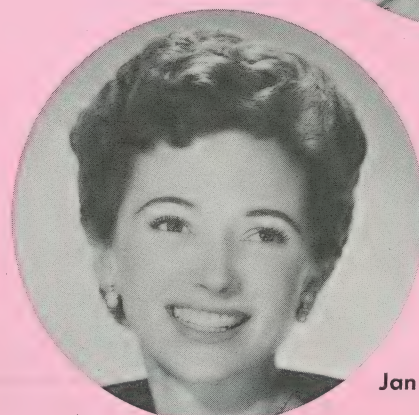
Cleo Moore



Corinne Calvet



Jan Clayton



Every woman is beautiful in her own way . . . America's loveliest . . . many of the most famous stars of the screen . . . and the fashion world use the magic of the Relaxacizor to keep their figures firmer, tighter, trimmer . . . keep the fascinating "lines of loveliness" . . . so easily, effortlessly, delightfully this wonderful new, easy way . . . housewife, star and business woman . . . all find a lovelier figure now theirs . . . this modern way.

WRITE or Telephone TODAY for FREE Trial Home Treatment

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CHICAGO, ILLINOIS
17 NORTH STATE STREET • Suite 800 • STate 2-5680
NEW YORK, NEW YORK
711 FIFTH AVENUE • Suite 1200 • MUrrayhill 8-4690

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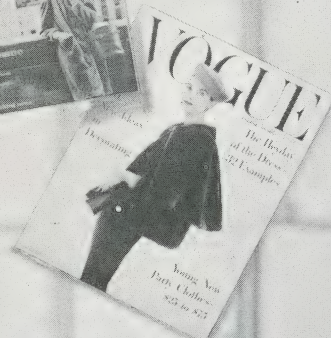
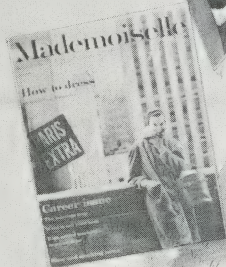
LITHO IN U.S.A.



*"The easy way to reduce the size of hips,
abdomen, waist and thighs...at HOME"*



Your Invitation... to a happier, prettier You...



You are invited...invited to recapture the happiness that comes from knowing that you look your loveliest. Invited to thrill again to admiring glances and those delicious words of praise that a prettier figure gains for you...now, at last, you can fulfill that dream of a slimmer, trimmer...far, far prettier figure. And in such a wonderfully EASY (almost lazy!) way.

Yes, you can improve your figure by trimming down the size of your hips...pulling in that tummy...whittling down that rolypoly waist...and making those thighs smaller, slimmer, more exciting! What grand NEWS this is.

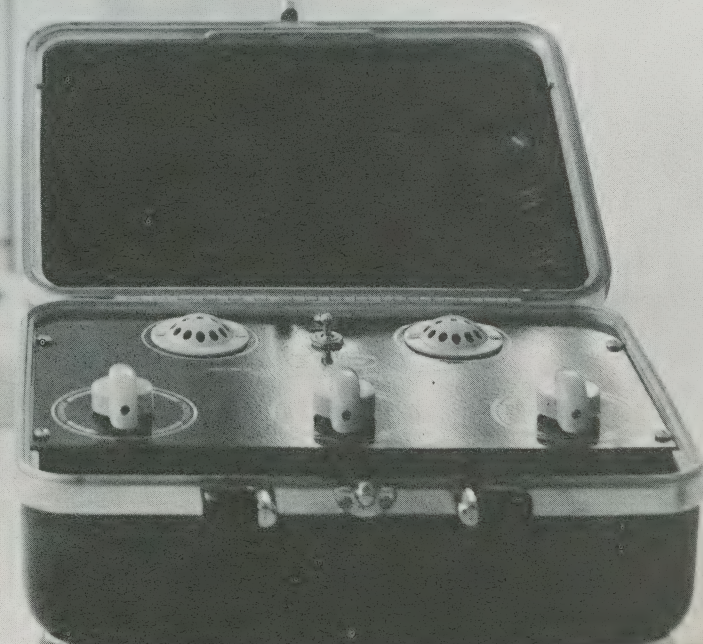
NO DIET or weight-loss . . . yet you reduce in size!

Do you think such a thing impossible? So did thousands of women. Yet the miracle of modern electronics makes it possible for you to trim hips, abdomen, waist and thighs—with NO EFFORT, NO DIET, NO WEIGHT-LOSS...and do it while you REST LUXURIOUSLY AT HOME!

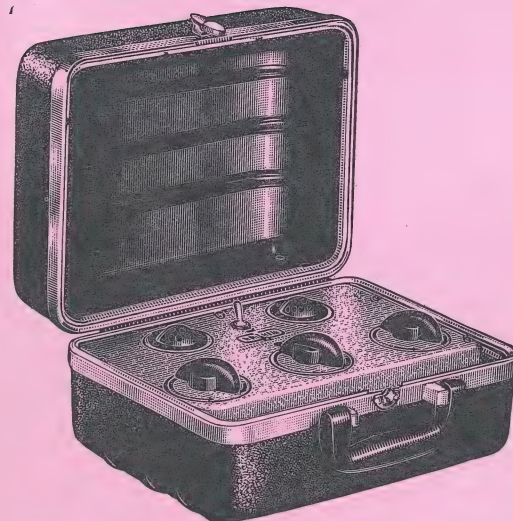
It's the fabulous Relaxacizor...the same amazing device that excited VOGUE and MADEMOISELLE magazine...that has gained the praise of famous beauty editors from coast to coast.

Yes, the Relaxacizor is the wonderful EASY way to exercise away inches from hips, tummy, thighs and abdomen (other parts, too) and do this slimming exercise while you rest...while you sew...even while you sleep! And so simple to use...so delightfully pleasant in the privacy of your own home...even in secret!

Read about it here...then call for more information...and THEN... try it free for a marvelous hour in your home!



P.S. Don't hesitate to request a FREE home trial. You will be under no obligation. An experienced, expertly trained Consultant shows you how to have a prettier figure... this new, effortless way. You are not obligated to buy a thing. But do TRY Relax-A-cizor... telephone or return the postage paid card NOW.



EFFORTLESS...beautifying exercise for body and face...

If you want a lovelier, a more excitingly attractive figure, trim away those excess inches from your hips... tighten and flatten your abdomen... slim your waist... smooth down your thighs — and do it all with exercise. **BUT NOT THE TIRESOME KIND!** No, do it the new Relaxacizor way that lets you RELAX while you EXERCISE excess inches away... while you REST luxuriously at home. Do it while you read, sew... even SLEEP! Awake to find your own tape measure telling you tales of figure improvement. Every woman's figure problem is different... most benefit greatly from exercise... some less... some more. There is only one way for YOU to tell — try the way used by many of America's Loveliest Women — the fabulous Relaxacizor. An hour's trial in your own home may disclose your path to a lovelier, more glamorous figure. And what a delightful hour it is! An hour of wondrous rest that shows you how to trim just where you want to trim. This new way, you see, is not weight-loss... it lets you trim your hips, waist, tummy, thighs (and many other parts) without affecting other parts of the body. This means that you can slim your hips, for example, without losing from your bust, face or neck... stay "as you are" where you want, and trim just where you want to!

NO EFFORT... DELIGHTFUL TO USE... SAFE

Almost all beauty authorities recommend exercises for reducing—hips, slimming tummies, waists, thighs. You've read about (maybe even *tried*) these exercises. They work. No doubt about that. They do not cause great losses in weight... but they do reduce *size*. The only trouble is — they are so tiresome! Now, comes the NEW way... the restful way... the way that trims, tones, tightens while you REST... reduces size and causes so little fatigue that MOST WOMEN ACTUALLY FEEL REFRESHED after their Relaxacizor passive exercise treatment!

The Relaxacizor was developed after more than ten years of research by William Browner, San Francisco electronic scientist. It is completely safe — is approved by Underwriters' Laboratories. It creates a pleasant impulse that exercises muscles FORTY TIMES EACH MINUTE... and yet you remain rested, relaxed... may even sleep!

Six muscles may be toned at the same time... gives you, too, a wonderful new kind of facial that helps tighten muscles under eyes and chin... Exercises back muscles that aid in holding body more erect.

Yes, Relax-A-cizor is your key to a lovelier, trimmer figure. To KNOW how it works for YOU... you must TRY it... and how easy we make that for you. Telephone one of the cities listed on the back of this folder... or MAIL THE ENCLOSED, POSTAGE PAID REPLY CARD... and you are entitled to a FREE demonstration in the privacy of your home. NO COST. NO OBLIGATION.

So... ask for your FREE demonstration NOW!

And Now Relax-A-cizor Has New "Beauty Belts"

NOW... you can have your lovelier figure far easier than ever before.

We present the Relax-A-cizor "BEAUTY BELTS"... after 5 years of research... yours NOW to use with your new double-speed Relax-A-cizor.

You slip into your "BEAUTY BELT" in 30 seconds or less... you turn a tiny pink dial and... rest luxuriously... or read... watch television... or steal a 30 minute nap... and reduce the inches away.

Easy... quick... effortless... pleasant... and such exciting results!

New "FACIAL" tightens under the eyes and chin.

New "BEAUTY PADS," too, for those little individual problems... Like arms, thighs, and ankles.

TRY the modern way... TRY the new "BEAUTY BELTS"... TRY the new "FACIAL"... TRY the new "BEAUTY PADS."

How lovely can YOU look if you... TRY?



ABDOMEN-WAIST "Beauty Belt"... tightens, pulls-in both upper and lower abdomen... and, "spare tire" around waist.

BACK "Beauty Belt"... exercises, tightens major back muscles determining erectness of posture... soothing back exercise.

FACIAL... 10 minutes a day... completely unique... actually exercises and tightens muscles under eyes and chin.

... "Success Stories" ...

After using the machine for an hour every day for three weeks, I was amazed to find I had lost more than four inches through the abdomen and two inches around the waist.

Mrs. M. W. B.

I have lost two inches off my waist, two inches from my stomach and nearly two inches off my hips.

Mrs. A. Y.

In my twenty-five years of business as a Physiotherapist, I have found no other

muscle contracting machine with the smoothness and fool-proofness. I have given eight thousand treatments — my results have been gratifying

C. C. Y.

I had to lose so much weight and I had this large apron stomach and it is almost gone. I am 69 years old and I just can't get over the change in myself. The Relaxacizor has really done miracles for me.

Mrs. C. R.

The Relaxacizor is not a weight-reduction device... it is NEW... EASY! It aids in recontouring your body through the magic of EASY, EFFORTLESS EXERCISE... Delightfully! Every woman's figure problem is different — you may lose less or more.

Product of Relaxacizor, Inc.



read what these famous users say

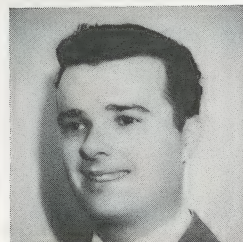
BING CROSBY

says: "I found it to be very beneficial, very relaxing."



BARRY SULLIVAN

says: "The perfect way to keep or get in shape . . . takes so little time, and absolutely no effort."



EDWARD W. COWDREY,

Insurance man, says: "I reduced the size of my abdomen 4½ inches."

QUESTIONS AND ANSWERS ABOUT RELAX-A-CIZOR

Q—What does Relax-A-cizor do?

A—It makes muscles contract and exercise—and, thus, tighten and trim, while you rest. Contraction is caused by a pleasant, natural impulse that feels good.

Q—Will it really reduce the size of my abdomen?

A—Yes . . . if you can "pull it in" . . . the Relax-A-cizor will exercise and tighten those abdominal muscles and help flatten that bulge—FAST!

Q—Must I diet?

A—NO . . . but diet will help. Relax-A-cizor doesn't reduce weight. It does reduce size by tightening muscles. Whether you diet or not this NO EFFORT, easy exercise will reduce you in size.

Q—Does it take much time?

A—Not much. The first month you'll want to use it almost every day—after that, once or twice a week will keep you looking your best.

RELAX-A-CIZOR OFFICE IN MANY CITIES

Telephone for FREE information and demonstration, or
WRITE—TODAY!

LOS ANGELES: 980 N. La Cienega Blvd.,
Los Angeles 46, California
OLympia 2-2550 — OLeander 5-8000

San Diego: 723 Bank of America Bldg.,
San Diego 1, Calif.

San Francisco: 420 Sutter Street
San Francisco 8, Calif., SUtter 1-2682

New York: 665 Fifth Ave., Suite 900
New York 22, New York
MUrrayhill 8-4690

Newark: 9 Clinton St., Suite 201
Newark, New Jersey
MArket 3-5313

Chicago: Stevens Bldg., Suite 1200
17 N. State St., Chicago 2, Ill.
STate 2-5680

Philadelphia: 1930 Chestnut St.
Suite 1201, Philadelphia 3, Pa.
LOcust 4-2566

Boston: 420 Boylston Street
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KENmore 6-3030

Detroit: 910 Michigan Bldg.
Detroit, Michigan
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1010 Euclid Ave., Cleveland, Ohio
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For other offices: Please consult your local phone directory

... for
MEN
only?

no, indeed!...

Relax-A-cizor is the ideal way for your wife to reduce the size of her hips, waist, thighs, abdomen — at HOME! Thousands of women . . . including many of Hollywood's most famous names . . . use it to trim away excess inches . . . while they rest luxuriously at home. You can give your wife no nicer gift!

famous models

Famous models like Barbara Osterman, and Pat Hall of Esquire fame . . . use Relax-A-cizor. Actresses like Andrea King, Cleo Moore, Doris Day . . . and many, many others use and praise the Relax-A-cizor.

YOUR WIFE MAY HAVE A FREE TRIAL
DEMONSTRATION . . . Suggest that she
TELEPHONE TODAY!

at last
EXERCISE without
physical effort!

Every man knows the benefits of healthful physical exercise. The active athlete maintains a body that looks trim; it is trim because the muscles are in good tone. But most men don't have the time for active physical exercise. Then their muscles may lose tone . . . and, soon, they are wearing belt sizes large than they should. Now . . . at last . . . there is a way to exercise these muscles without any physical effort. You use your Relaxacizor in your spare time . . . after work . . . even in bed at night . . . and while you rest, read . . . even sleep . . . it causes the muscles of your abdomen, hips, waist, legs to exercise . . . and those extra sagging inches to vanish . . . almost like magic! Feels good . . . is good! TRY IT FREE!



Illustration shows "motor points" where Relax-A-cizor pads are placed; each of these muscles can be exercised . . . while you REST at HOME!



HERE IS AN AMAZING
NEW WAY TO REDUCE THE
SIZE OF YOUR WAISTLINE



one of the KEYS to
your SUCCESS and
POPULARITY...

YOUR APPEARANCE

YOUR APPEARANCE IS IMPORTANT. It is important to you in business. An appearance of fitness is impressive. The man with a "touch of grey" and a fine figure commands respect. You look more like a man capable of doing a job... a man able to command and perform.

SOCIALLY, APPEARANCE IS IMPORTANT, TOO. Few women are interested in a man who shows signs of declining... and the first sign is (*excuse us*) a "pot belly."

AND THERE IS NO EXCUSE... now... for looking older than you are. You can... now... reduce those excess inches with **NO EFFORT**... while you actually **REST**... with the Relax-A-cizor... in your spare time... in the privacy of your own home.

"AGE IS APPEARANCE and a state of mind"... After 30 most men begin to show their age... too soon. And, there's no need to. That bulging abdomen can be prevented. That's only one of the signs of modern man's need for exercise. But what man has time for a daily "workout"... or the energy after a hard day's work?

If you *want* to look younger... You can! Now... and without effort... You can trim inches from that bulging abdomen.

NOW YOU CAN EXERCISE — and *trim*... almost every part of your body while you read in bed... or sleep... with the amazing Relax-A-cizor.

ALL with NO EFFORT



*Here is what Relax-A-cizor
can do for YOU...*

If your waistline is too big, Relax-A-cizor can make it inches smaller. You may lose an inch or two the first week! If you diet and lose weight, you'll lose even more. BUT, YOU DO NOT HAVE TO DIET to lose inches from your waistline!

We always suggest that you make this TEST. *Before* you try Relax-A-cizor for the first ½ hour, put your belt on. Mark it. Then use Relax-A-cizor. After your treatment (30 minutes) put your belt on again. SOME MEN LOSE AN INCH OR MORE THAT FIRST HALF HOUR!

When... and where do you use it? Most men use it at home at bedtime. Many busy executives use it at the office WHILE THEY WORK AT THEIR DESKS. You use it for 30 minutes daily the first month, then once or twice a week.

It has hundreds of uses. If you are a week-end golfer you'll use it to give massaging exercise to sore muscles. (Your son will too). When your back is tired from too much lifting or too much desk-sitting you'll exercise away the tired muscular soreness with Relax-A-cizor. If your feet hurt... your arches ache... you'll discover wonderful soothing exercise of those muscles when you use your Relax-A-cizor for just a few minutes. Leg muscles ache? Try exercising those overworked muscles with soothing, relaxing Relax-A-cizor... feels better than a professional rub-down!

Double-chin? If you're not too old, you can do wonders by exercising and tightening the muscles under your chin. Relax-A-cizor also tightens those bulging, loose muscles under your eyes. And the FACE TREATMENT takes only 15 minutes!

ACCEPT THIS OFFER
FOR A FREE TRIAL
DEMONSTRATION

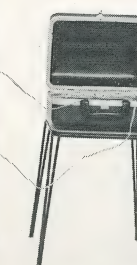
There is only one way for you to find out what the Relax-A-cizor will do for you... and, that is to actually TRY IT. You will, then, understand how it works... and what you can expect to accomplish with it. If you will TELEPHONE (see listings) we will arrange for a trained man consultant to give you a FREE trial demonstration in your home or office. Or, if you prefer, you may arrange for your demonstration in our office. There is no charge and absolutely no obligation.

AMAZING IS THE WORD!

Amazing it is! Now you can exercise... tone and tighten muscles... and do it while you rest, read... even sleep!



- NO EFFORT
- PLEASANT
- NO DIET
- PRIVATE
- NO MASSAGE
- HEALTHFUL
- NO VIBRATION
- FEELS GOOD
- NO WEIGHT LOSS
- NO DRUGS



You use your Relax-A-cizor at HOME — and in your spare time. No tiresome "exercises" or weakening diets — yet you lose inches from ABDOMEN, WAIST, HIPS, THIGHS and other parts of your body... while you rest.

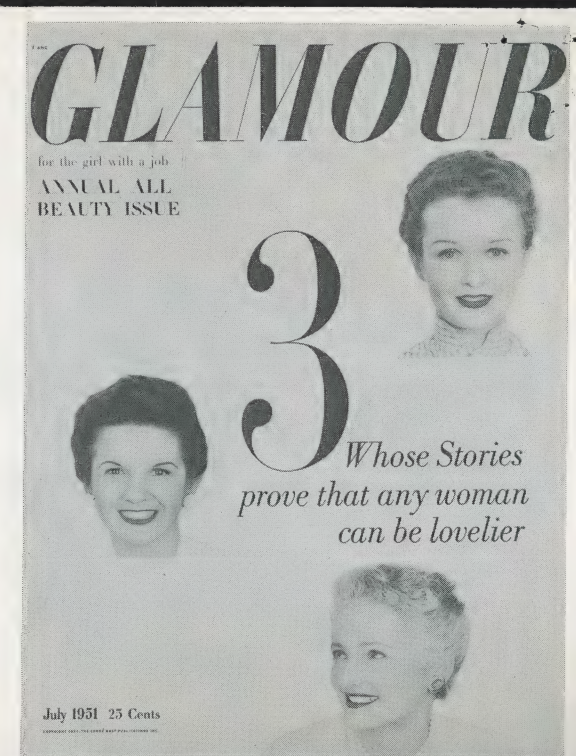
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DISCOVERIES IN *Beauty*



Vogue Magazine says:
If you have more than passive resistance to exercise, look twice at the Relaxacizor, a wonderful new machine for passive exercising. Soft rubber pads and straps make it possible to exercise almost any set of muscles by finger-tip control, as it were, to whittle away excess inches while you rest. Relaxacizor comes in an aluminum case.

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PRECIOUS PURCHASES



Glamour Magazine says:

The Relaxacizor, safe, passive exercizer. It removes inches, you rest.



U. S. BIO-GENICS CORP.

136 WEST 52ND STREET
NEW YORK 19, NEW YORK

**YOUR LIFE MAY BE CHANGED IN JUST 15 DAYS
BY AMAZING NEW DISCOVERY**

that world famous doctors and scientists say will --

- Eliminate chronic tiredness and fatigue
- Restore sex virility in men
- Restore youthful sex functions in women
- Rejuvenate failing or worn out glandular activities
- Increase life span
- Stimulate mental activity and improve memory
- Induce general feeling of well-being

Yes! World famous continental doctors and scientists say a new lease on life may be yours as a result of "royal jelly" -- a remarkable substance manufactured only on special occasions by nursing bees. "Royal jelly" -- totally different from honey -- contains a mysterious ingredient which when fed to an ordinary bee gives it astounding sexual powers, increases its life span by 30 times, and makes it ruler of all the other bees.

**CAN ROYAL JELLY ALSO ENDOW HUMANS
WITH FABULOUS SEX POWERS AND LONGER LIFE?**

For years scientists have been fascinated by this miracle of nature. They fed "royal jelly" to old hens and were amazed to find that they started laying eggs again. Old, retired roosters resumed their youthful sexual functions. Laboratory animals fed "royal jelly" lived up to 30% longer.

And now -- at last -- reports from continental doctors and scientists with international reputations tell of equally fantastic benefits to men and women who have used royal jelly". So exciting are these reports that leading newspapers and magazines in this country have featured stories about them.

LOOK MAGAZINE states that French expert Bernard Desouches wrote a book extolling "royal jelly" as a "delayer of age and restorer of sexual vigor". It is this same Bernard Desouches who, at the age of 80 possessed the remarkable physical vigor and mental alertness that would make many a man of 40 envious.

Reuters News Agency, in a world-wide dispatch only a short time ago, quoted Dr. Ricardo Galleazzi-Lisi, personal physician to Pope Pius XII, as saying that Royal jelly was responsible "to a great degree" for the Pope's recovery from his recent grave illness.

A book published in England reports that Russian officials, who sent a questionnaire to all persons over 100 years old, were amazed to discover that more than half of them were bee keepers.

"ACTIVATOR OF THE GLANDS"

The famous Swiss Dr. Paul Niehans says "Royal jelly is an activator of the glands," and that many simple disabilities which take

the joy out of living for millions of people, such as tiredness, edginess and irritability, headaches, insomnia, depression, were helped remarkably.

A French authority writes of a woman becoming fertile again at the age of menopause (change of life) and of a glorious feeling of "youth and well-being" resulting from continued use of "royal jelly".

5000 DOCTORS HEAR ROYAL JELLY APPROVED!

A Congress of 5000 doctors in Karlsruhe, Germany, heard amazing reports on research done with "royal jelly". It was found to be an excellent tonic for the nerves. It provided one with an almost immediate feeling of well-being. Cases were reported in which depression disappeared, vitality was restored and a more youthful disposition was the patient's reward. "Royal jelly" has been known to normalize sexual capacities, improve memory and alleviate some of the ills of old age.

**PROVE TO YOURSELF HOW ROYAL JELLY CAN HELP YOU ---
WITHOUT RISKING A PENNY!**

Today we are proud to place this wonderful new discovery in your hands. ROYLJEL FORMULA 101 contains the remarkable "royal jelly" which has created such a sensation in the medical and scientific worlds. ROYLJEL FORMULA 101 is so potent that a single capsule carries you through the entire day! And it is absolutely safe -- not a drug, non-toxic and not habit forming.

Yes! In just 15 days begin to discover that marvelous sense of well-being - that exhilarating feeling of really being alive, of renewed physical and mental vigor, of sound, healthful sleep -- that wonderful sensation of youthfulness and accompanying sexual satisfaction!

We are so confident that ROYLJEL FORMULA 101 may be the blessing you have been seeking that we want you to try it without risking a penny! You must be absolutely convinced that you have been really helped -- YOU MUST BE THRILLED WITH THE RESULTS or simply return the empty bottle and ROYLJEL FORMULA 101 will have cost you nothing!

**ROYLJEL SUPPLIES LIMITED!
ACCEPT THIS PERSONAL INVITATION TODAY!**

This offer is necessarily limited because "royal jelly" is a completely natural substance and is in short supply. To avoid disappointment MAIL YOUR PERSONALIZED NUMBERED RESERVATION FORM TODAY! Don't delay -- get started immediately using this natural "miracle substance" that may change your whole life!

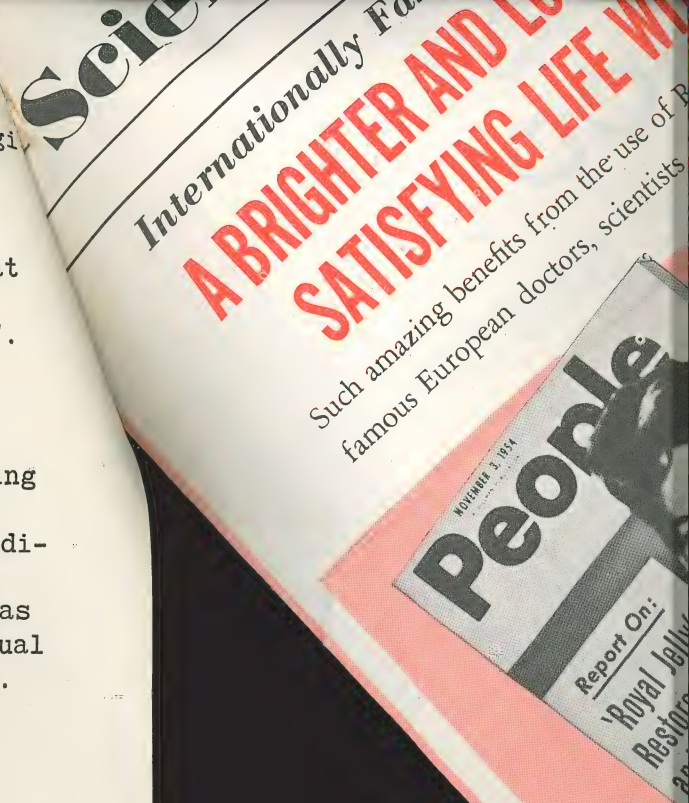
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Thomas Rovere

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AUG 22 1957

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Internationally Famous
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Pe
NUMBER 3 1954

U. S. BIO-GENICS

Science News Digest

VOLUME MCMLVII • I

Internationally Famous Doctors and Scientists Say— **A BRIGHTER AND LONGER, MORE SEXUALLY SATISFYING LIFE WITH ROYAL JELLY!**

Such amazing benefits from the use of Royal Jelly have been reported by world famous European doctors, scientists and bio-chemists that a storm of excitement

has been created in this country. Now, on the following pages, you can read for yourself the actual reports that have appeared in many of the nation's most respected newspapers and magazines. You can read too, in their own words, the statements by eminent continental authorities that Royal Jelly will —

- Restore youthful sex functions in women already experiencing change of life
- Restore sex virility in men
- Rejuvenate failing or worn out glandular activities in humans
- Induce general feeling of well-being
- Stimulate mental activity
- Improve memory
- Increase life span
- Eliminate chronic tiredness and fatigue
- Normalize growth in underdeveloped children

These are not the claims of U.S. Bio-Genics Corp., but the actual findings of internationally renowned men of science.

U.S. Bio-Genics Corp. is presenting this report as a public service and offers high potency Royljel Formula 101 for sale with the understanding that anyone taking Royljel Formula 101 must be thrilled with the results or their money will be refunded in full.



New York Post Pope's Recovery Laid To 'Nectar' From Bees

Baden-Baden, West Germany, April 6 (Reuters)—Prof. Ricardo Galeuzzi-Lisi, physician to Pope Pius XII, told a scientific congress here that a substance obtained from bees was responsible "to a great degree" for the Pontiff's recovery from a recent grave illness.

He was addressing the second International Congress for Bio-genetics when papers were read yesterday dealing with the secretions of bees—known as "royal jelly"—whose chemical composition has not yet been fully established among the 70 physicians and bio-chemists attending the congress, said the bee secretion might have been known to ancient Indians, Greeks and Romans, and might have been the "food for the gods" or "nectar" mentioned in the mythology of these countries.

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FAMOUS NEWSPAPERS AND MAGAZINES
REPORT SENSATIONAL BENEFITS
WITH ROYAL JELLY!

FEATURES SUPER-FOOD FROM THE BEES?

Chicago Daily Tribune

Science Studies the Magic in Royal Jelly. Exclusive Fare of Queen Bee, Which Some Day May Help to Rejuvenate Humans

By William Gilman

THE BUSY little bee has been admired by mankind for many centuries. Poets have sung its praises with honeyed phrases. Sermons have been preached on its hard-working habits and its community spirit. And now scientists have begun a deep probe into enthusiastic reports that bees can give us a marvelously concentrated super-food which would pack the punch that Ponce de Leon was seeking in a "fountain of youth."

What the bees have to offer along this line is their glandular secretion called royal jelly. The honey which bees store in their hives is their ordinary food. But this royal jelly is something extra special. The ordinary adult bees don't get a speck of it. It is reserved for their queen.

The New York Times. Tests With Food of Queen Bees

Rejuvenation Tales

Tales of what royal jelly has done in a few human cases are not scientific evidence. One French experimenter, a man of nearly 80, has been taking small doses of royal jelly daily and is said to be remarkably active and both mentally and physically. Experiments are also being conducted in Mexico.

Royal jelly is already prescribed by physicians in Mexico. It is so difficult to obtain that it costs several thousand dollars a pound.

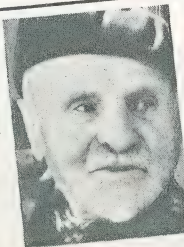
At this summer's Bee-Keeping Congress to be held in Copenhagen, royal jelly will be discussed in detail. Al-

ROYAL JELLY

Some scientists hope—and a few quietly predict—that a substance which looks like condensed milk but has the tart flavor of rhubarb may become the basis for tomorrow's wonder drug. Known to beekeepers as royal jelly, it is the miracle food responsible for the queen bee's longer life, greater size and beauty and extraordinary sexual

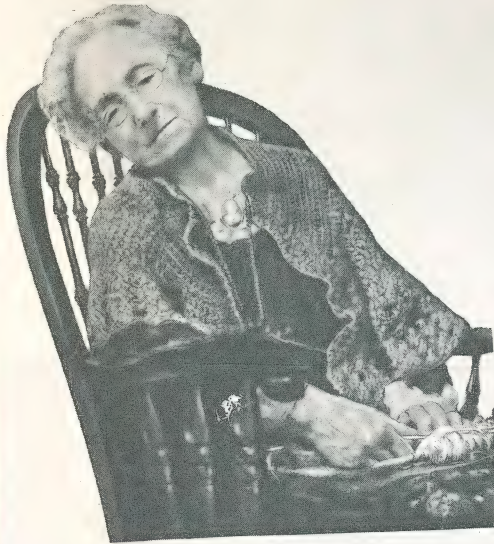
powers. Totally unlike honey, royal jelly has baffled apiarists since the 1700's. In 1894, some of the mystery was dispelled when French scientist Leonard Bordes, now 92 and still pursuing the riddle, discovered that royal jelly is secreted by special glands located in the heads of worker bees whose job is to nurse the queen.

Does the bee hold the key
to longer, better human lives?
Here's evidence that it may.



Miracle Bullets

to cure the ills
of Old Age



Why do queen bees reach twice the size and live 10 times as long as the drones and workers in the hives—and lay more than their weight in eggs a day?

Why do beekeepers—in the Soviet Union, at least—live to a hale and hearty old age?

Is the secret of eternal youth to be learned from the honey bee? Is royal jelly, the special food fed to the queen bee and perhaps filched from her by the Russian apiarists, the answer?

Experiments being directed now by scientists and doctors in this country and abroad may provide the answer before long. Work already completed shows that the special nectar of the queens contains factors that increase both vigor and life span in insects and laboratory animals.

Journal of the American

Bees, Not Birds. Know Facts of Life

WHY does the Queen Bee live for five years while the busy little working bees live only six weeks? Why is the Queen Bee bigger, more beautiful, more fertile, as well as longer-lived?

Behind these questions lies a honey of a mystery about a substance known as "Royal Jelly," which is manufactured by baby bees on the 5th and 6th day of life and which is the only diet of the Queen Bee.

All a-buzz with eagerness, Mr. Bloom called Prof. E. J. Dyce of Cornell and Prof. G. F. Townsend of Ontario College in Canada and sent me both their statements.

Research Results

As background for them, I learned that experiments in royal jelly began 18 years ago in Germany, France and Mexico, and that in Canada the great discoverer of insulin, Sir Frederick Banting, suggested research be done on it at the Banting Institute.

Also that a congress of 5,000 German doctors had stated years ago that pigs fed on royal jelly lived 20% to 30% longer than other pigs, that young hens increased their output when fed on it, and old hens started laying eggs again.

"It's definitely on the books," said Prof. Dyce, "for us to start experimentation here at Cornell in royal jelly." He spoke of Prof. Townsend, once a pupil of his, who had worked with Banting's colleague, a Dr. Lucas.

"They isolated a factor," he went on, "that appears to increase the egg laying capacity of the fruit fly. We have heard stories . . . about what it has done for humans in Europe."

Newsday

THE TEL

TORONTO, WEDNESDAY, D

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New York Post

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PEOPLE IN MEDICINE

ROYAL JELLY—A FOUNT-OF-YOUTH COCKTAIL?

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It restores vigor, eliminating a chronic feeling of tiredness.

It restores youthful sex functions to women in menopause.

It normalizes the growth of under-developed children.

It stimulates the appetite. It produces a general state of well-being.

Such are among the claims for royal jelly—

U.S. BIO-GENICS CORP., 136 WEST 52 ST., N. Y. 19

Report

'Royal Jelly
Restores
and Manhood

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SECRETS OF THE BEE

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Newsday

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THE TELEGRAM

TORONTO, WEDNESDAY, DECEMBER 7, 1955

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that this remarkable substance has a rejuvenating effect on patients suffering from many degenerative diseases.

Royal jelly is produced in the glands of nurse-maid bees in a hive. For the first two days of their lives, all young bees are fed on it—but later it is fed exclusively to queens.

In fact, Mr. Willson explained, it is this diet of royal jelly that makes a bee into a queen. And queen bees outlive generations of

ordinary worker bees.

The youth-giving factor in royal jelly, Mr. Willson said, is in the pantothenic acid it contains. Also, royal jelly is filled with vitamins,

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U.S. BIO-GENICS CORP., 136 WEST 52 ST., N. Y. 19



Report On:
'Royal Jelly'
Restores Life
and Manhood

STARTLING NEW SEX
SECRETS OF THE BEES

ROYAL JELLY ACCLAIMED AT MEDICAL CONGRESS

Summarizing a report from the Medical Congress in Karlsruhe, Germany: "Royal Jelly is a complete food . . . It acts as a Natural Super-Tonic and is a true organic rejuvenator, giving back to the organism its defenses. In summarizing, we can say that Royal Jelly is the ideal alimentary compliment for those who are tired, fatigued, convalescent and dejected, and for those who want to live more fully and to conserve their energies which are lost. When you take Royal Jelly, one obtains these surprising results, which remain long after taking it."

ROYAL JELLY ENTHUSIASTS LIST VIRTUES

(From the Chicago Tribune)

Just what are the Royal Jelly claims . . . Here are the virtues listed by Royal Jelly's enthusiasts:

- Produces "general state of well-being."
- Permits prolonged intellectual work without tiring.
- Stimulates appetite.
- Normalizes growth of underdeveloped children.
- Gives fast, effective relief to women suffering critical years.
- Eliminates "chronic feeling of tiredness."
- Lengthens lives of experimental animals and insects.
- Rejuvenates failing or worn out glands, producing feeling of youthfulness.

ROYAL JELLY — A VERITABLE FOUNTAIN OF YOUTH COCKTAIL?

The magazine "PEOPLE" states that reports from Europe tell of an 80-year-old medical gentleman whose physical condition would make a 50-year-old envious; the man regularly partakes of Royal Jelly. A young woman, married to an artist, suffered from neurasthenia. After three days of treatment with Royal Jelly, she is quoted as having said: "I feel a zest for life which I had not had before."

Some have attributed Royal Jelly's potency to vitamins and/or hormones. But the most recent opinion is that its stimulating qualities will eventually be attributed to a still unknown X-factor.

"STIMULATES THE MIND — HELPS WOMEN IN CRITICAL YEARS" — SAY FRENCH SCIENTISTS!

"Royal Jelly produces a pleasing state of well being . . . permits prolonged intellectual work without tiring . . . gives rapid and effective relief to the suffering of women in their critical years."

HOW YOU CAN TRY ROYAL JELLY ON SENSATIONAL NO-RISK PLAN!

**Yes! You can actually discover what
Royal Jelly can do for you — without
risking a single penny!**

**For complete details of this sensation-
al trial plan see next page!**

"GIVES ENERGY AND HEALTH EQUAL TO 20 YEARS OF LIFE" SAYS INT'L CONGRESS REPORT!

Excerpts from the International Congress Report on Royal Jelly:

"Dr. Boyer de Belverer . . . Experiments conducted for more than 10 years in France and Italy allow one to accept the fact that Royal Jelly works in beneficial form on the individual and taking it with regularity, one can obtain a positive benefit of greater energy and health equivalent to twenty years of life."

"It may lead to regenerating the glands of our body and giving us a new life."

ROYAL JELLY RICH IN LIFE-SPAN ELEMENTS — SAYS DR. BANTING, CO-DISCOVERER OF INSULIN!

"The most complete Scientific Report on Royal Jelly was prepared under the direction of Dr. Frederick Banting, the discoverer of Insulin, at the Banting Institute in Ontario, Canada. Royal Jelly was found to be rich in proteins and vitamins, with a particularly high concentration of pantothenic acid, the vitamin of the important B-Complex Group, that has to do with increasing the life span."

ROYAL JELLY "DELAYER OF AGE RESTORER OF SEXUAL VIGOR"

After 20 Years of Scientific Research, the exact composition of Royal Jelly is still a mystery. Scientist and nutritional experts know that it is rich in protein and almost the full range of known vitamins. They also report that Royal Jelly is the richest source of Pantothenic Acid, the Important Element in the B-Complex Group having to do with Increasing the Life Span.

A few years ago, the world-famous French Nutrition Expert, Bernard Desouches wrote a book praising Royal Jelly as a "Delayer of Age and Restorer of Sexual Vigor."

NOW — IN JUST 15 DAYS DISCOVER HOW ROYAL JELLY MAY CHANGE YOUR LIFE!

Try ROYLJEL FORMULA 101 — Completely At Our Risk!

A New Feeling of Rejuvenation Increased Pep & Energy May Be Yours

Now you too may benefit from this new medical discovery recently made available through the efforts of research scientists. This wonderful substance, in combination with many important and essential vitamins in an easy-to-take capsule form, is now available in ROYLJEL Formula 101. Over the years, men and women from many countries of the world have testified to amazing benefits derived from this scarce Queen Bee's Food. The "New York Times" reported that at one time ROYLJEL cost several thousand dollars a pound. Now, thanks to the tireless efforts of research scientists, a way has been found to make this wonder-working miracle food of the Queen Bee available to the

public in inexpensive, easy-to-take, oral capsule form.

Every man and woman who feels "old" and "played out" should seriously consider the use of this Super Tonic ROYLJEL Formula 101.

Inexpensive . . . Easy-to- Take . . . Rapid Acting . . . Royljel Capsules

You can now get the desired results of Royal Jelly by taking concentrated ROYLJEL FORMULA 101 CAPSULES daily. Each capsule, in addition to the precious Royal Jelly, contains more than 10 times the normal daily requirements of Vitamin B-1, 2½ times the daily need of Vitamin B2, and more than 1½ times the suggested daily intake of Vitamin C. The capsule dissolves rapidly, releasing the in-

herent powers of Royal Jelly inside your body . . . to help rejuvenate your natural, bodily functions.

Take ROYLJEL and unless completely delighted with results, your money will be refunded . . . promptly

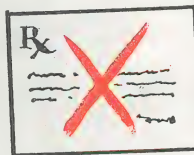
Order Royljel Formula 101 With Complete Confidence No Doctor's Prescription Necessary

If for any reason ROYLJEL Formula 101 Fails to satisfy you in any way — your money will be refunded promptly in full. Because of the great scarcity of Natural ROYLJEL we have set aside in your name a supply of ROYLJEL Formula 101. As you can understand, this offer is good for a limited time only and may be withdrawn without notice.

ROYLJEL FORMULA 101 Guaranteed TO SATISFY IN EVERY WAY — OR YOU PAY NOTHING!

ROYAL JELLY CAN BE TAKEN WITH COMPLETE CONFIDENCE!

Karlsruhe Medical Congress Reports:
"Royal Jelly is a complete food . . . acts as a natural Super-Tonic and is a true organic rejuvenator . . . Royal Jelly is the ideal alimentary compliment for those who are tired, fatigued, convalescent and dejected . . . and for those who want to live more fully and to conserve their energies which are lost. When you take Royal Jelly, one obtains these surprising results which remain long after taking it."



No Doctor's Prescription Necessary!

**YOU MUST BE THRILLED WITH ROYLJEL FORMULA 101
OR IT COSTS YOU NOTHING!**

ROYLJEL FORMULA 101

THESE MEDICALLY PURE CAPSULES MAY BE YOUR ANSWER TO RE-NEWED VIGOR, REJUVENATED ENERGY . . . IN FACT MAY BE THE SOURCE OF A LONGER LIFE.

Royljel Formula 101 Capsules are still in limited supply. Try them with complete confidence and at our expense. But you must act right now. If your PERSONALIZED NUMBERED ORDER is not received within a reasonable time, your supply of Royljel Formula 101 Capsules will be transferred.

DON'T PASS UP THIS RARE OPPORTUNITY TO PROVE FOR YOURSELF WHAT INTERNATIONAL DOCTORS AND SCIENTISTS HAVE PROCLAIMED.

AUG 22 1957
307723

U.S. BIO-GENICS CORP., 136 WEST 52 ST., N. Y. 19



U. S. B. I.

NEW

YOUR LIFE MAY BE
BY AMAZ

that world famous doctors and

- Eliminate chronic tired
- Restore sex virility
- Restore youthful s
- Rejuvenate faili
- Increase life
- Stimulate me
- Induce gen

Yes! World famous cont lease on life may be yours as a substance manufactured only on "Royal jelly" -- totally different ingredient which when fed to an powers, increases its life span the other bees.

CAN ROYAL JEL
WITH FABULOUS SE

For years scientists ha nature. They fed "royal jelly" they started laying eggs again. youthful sexual functions. Lab up to 30% longer.

And now -- at last -- r scientists with international r benefits to men and women who h these reports that leading news have featured stories about the

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"ACTIVA

The famous Swiss Dr. F activator of the glands," and

HOW YOU CAN TRY ROYAL JELLY ON SENSATIONAL NO-RISK PLAN!

Yes! You can actually discover what Royal Jelly can do for you — without risking a single penny!

For complete details of this sensational trial plan see next page!

"GIVES ENERGY AND HEALTH EQUAL TO 20 YEARS OF LIFE" SAYS INT'L CONGRESS REPORT!

Excerpts from the International Congress Report on Royal Jelly:

"Dr. Boyer de Belverer . . . Experiments conducted for more than 10 years in France and Italy allow one to accept the fact that Royal Jelly works in beneficial form on the individual and taking it with regularity, one can obtain a positive benefit of greater energy and health equivalent to twenty years of life."

"It may lead to regenerating the glands of our body and giving us a new life."

ROYAL JELLY RICH IN LIFE-SPAN ELEMENTS — SAYS DR. BANTING, CO-DISCOVERER OF INSULIN!

The most complete Scientific Report on Royal Jelly was prepared under the direction of Dr. Frederick Banting, the discoverer of Insulin, at the Banting Institute in Ontario, Canada. Royal Jelly was found to be rich in proteins and vitamins, with a particularly high concentration of antiothenic acid, the vitamin of the important B-Complex Group, that has to do with increasing the life span."

ROYAL JELLY "DELAYER OF AGE" RESTORER OF SEXUAL VIGOR"

After 20 Years of Scientific Research, the exact composition of Royal Jelly is still a mystery. Scientist and nutritional experts know that it is rich in protein and almost the full range of known vitamins. They also report that Royal Jelly is the richest source of Pantothenic Acid, the Important Element in the B-Complex Group having to do with Increasing the Life Span.

A few years ago, the world-famous French Nutrition Expert, Bernard Desouches wrote a book praising Royal Jelly as a "Delayer of Age and Restorer of Sexual Vigor."

NOW — IN JUST 15 DAYS DISCOVER HOW ROYAL JELLY MAY CHANGE YOUR LIFE!

Try ROYLJEL FORMULA 101 — *Completely At Our Risk!*

A New Feeling of Rejuvenation Increased Pep & Energy May Be Yours

Now you too may benefit from this new medical discovery recently made available through the efforts of research scientists. This wonderful substance, in combination with many important and essential vitamins in an easy-to take capsule form, is now available in ROYLJEL Formula 101. Over the years, men and women from many countries of the world have testified to amazing benefits derived from this scarce Queen Bee's Food. The "New York Times" reported that at one time ROYAL JELLY cost several thousand dollars a pound. Now, thanks to the tireless efforts of research scientists, a way has been found to make this wonder-working miracle food of the Queen Bee available to the

public in inexpensive, easy-to-take, oral capsule form.

Every man and woman who feels "old" and "played out" should seriously consider the use of this Super Tonic ROYLJEL Formula 101.

Inexpensive... Easy-to- Take... Rapid Acting... Royljel Capsules

You can now get the desired results of Royal Jelly by taking concentrated ROYLJEL FORMULA 101 CAPSULES daily. Each capsule, in addition to the precious Royal Jelly, contains more than 10 times the normal daily requirements of Vitamin B-1, 2½ times the daily need of Vitamin B2, and more than 1½ times the suggested daily intake of Vitamin C. The capsule dissolves rapidly, releasing the in-

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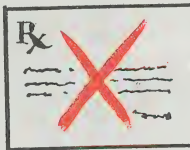
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AUG 22 1957
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U.S. BIO-GENICS CORP., 136 WEST 52 ST., N. Y. 19



U. S. BIO-GENICS CORP.

136 WEST 52ND STREET
NEW YORK 19, NEW YORK

YOUR LIFE MAY BE CHANGED IN JUST 15 DAYS
BY AMAZING NEW DISCOVERY

that world famous doctors and scientists say will --

- Eliminate chronic tiredness and fatigue
- Restore sex virility in men
- Restore youthful sex functions in women
- Rejuvenate failing or worn out glandular activities
- Increase life span
- Stimulate mental activity and improve memory
- Induce general feeling of well-being

Yes! World famous continental doctors and scientists say a new lease on life may be yours as a result of "royal jelly" -- a remarkable substance manufactured only on special occasions by nursing bees. "Royal jelly" -- totally different from honey -- contains a mysterious ingredient which when fed to an ordinary bee gives it astounding sexual powers, increases its life span by 30 times, and makes it ruler of all the other bees.

CAN ROYAL JELLY ALSO ENDOW HUMANS WITH FABULOUS SEX POWERS AND LONGER LIFE?

For years scientists have been fascinated by this miracle of nature. They fed "royal jelly" to old hens and were amazed to find that they started laying eggs again. Old, retired roosters resumed their youthful sexual functions. Laboratory animals fed "royal jelly" lived up to 30% longer.

And now -- at last -- reports from continental doctors and scientists with international reputations tell of equally fantastic benefits to men and women who have used royal jelly". So exciting are these reports that leading newspapers and magazines in this country have featured stories about them.

LOOK MAGAZINE states that French expert Bernard Desouches wrote a book extolling "royal jelly" as a "delayer of age and restorer of sexual vigor". It is this same Bernard Desouches who, at the age of 80 possessed the remarkable physical vigor and mental alertness that would make many a man of 40 envious.

Reuters News Agency, in a world-wide dispatch only a short time ago, quoted Dr. Ricardo Galleazzi-Lisi, personal physician to Pope Pius XII, as saying that Royal jelly was responsible "to a great degree" for the Pope's recovery from his recent grave illness.

A book published in England reports that Russian officials, who sent a questionnaire to all persons over 100 years old, were amazed to discover that more than half of them were bee keepers.

"ACTIVATOR OF THE GLANDS"

The famous Swiss Dr. Paul Niehans says "Royal jelly is an activator of the glands," and that many simple disabilities which take



Rojelle

PHARMACAL CO.

343 SOUTH DEARBORN ST. • CHICAGO 4, ILL.

DOCTORS REPORT "MIRACLE" ROYAL JELLY MAY CHANGE YOUR WHOLE LIFE!

Dear Friend:

How would you like to awaken one morning and find yourself possessed with a marvelous sense of "well-being," full of New Pep and Vitality? Wouldn't it be wonderful if you could feel renewed vigor and enjoy a "new lease on life?" Now...scientists say this may happen to you!

You have read about "ROYAL JELLY" in the nation's most respected newspapers and magazines. This miracle substance enables the Queen Bee to live up to 30 times longer than ordinary worker bees and makes it possible for the Queen to lay twice her weight in eggs in a single day.

ROYAL JELLY MAY MEAN "NEW LIFE" AFTER 40

Reports from Europe tell of an 80 year old gentleman whose physical condition would make a 50 year old envious. The man regularly partakes of Royal Jelly. According to a book published in England, when Russian officials sent questionnaires to all the centenarians (people over 100 years old) in the Soviet Union, more than half of them turned out to be beekeepers.

From France and Germany come amazing scientific reports of outstanding results obtained with Royal Jelly. One French authority writes of a woman becoming fertile at the age of menopause, and of a wonderful feeling of "youth and well-being" that resulted from continued use of Royal Jelly.

At this moment, in leading universities, scientists and nutritionists and medical doctors are doing extensive work to determine the exact role that Royal Jelly may play in your sex life, your health and your emotional condition. These researchers are especially interested in its effects on those who have passed middle age. They are working on Royal Jelly because this rare NATURAL FOOD has been indicated to contain remarkable Longevity and Sex Factors.

Doctor Paul Niehans, famous Swiss surgeon and experimenter with Hormones says: "ROYAL JELLY is an activator of the glands." Dr. Niehans discovered that many minor disabilities which bother millions of people such as tiredness, irritability, headaches, insomnia, physical and spiritual tensions, were easy to cure with the cellular therapeutics of the secretion of the bees which we call Royal Jelly.

This wonder working "elixir," ROYAL JELLY, was rare and inaccessible in quantity in this country. It was not until recently that it was brought to the attention of the American people. LOOK MAGAZINE featured it in a glowing report. The New York Times and feature columnists from coast to coast began to tell the important story of Royal Jelly. Scientists from laboratories which supply us, went to work to make it available in a NEW, NUTRITIONAL TONIC called ROJELAN FORMULA 66.

(Continued on other side)

"ROJELAN FORMULA 66" combines eight important and essential vitamins with the Natural Food of the Queen Bee, "ROYAL JELLY." Using just one easy-to-take ROJELAN capsule each day, you may yet discover, as have thousands of others, the so-coveted potion of youth and long life...whose marvelous effects seem to overshadow all the problematic and oft-proclaimed serums of longevity.

ROYAL JELLY WON APPROVAL BEFORE CONGRESS OF 5,000 DOCTORS IN KARLSRUHE, GERMANY

The general consensus of opinion of the doctors who had performed research on Royal Jelly was that it was found to be an excellent tonic for the nerves, and that it provided one with an almost immediate feeling of "well-being." In some cases depression disappeared, natural vitality was restored, and a more youthful disposition was the patient's reward. Royal Jelly has been known to improve the memory, normalize sexual capacities, and help alleviate some of the ills of age. Researchers have attributed Royal Jelly's potency to vitamins and/or hormones. But the most recent opinion is that its stimulating qualities will eventually be attributed to a "NATURAL X-FACTOR," which can not be produced synthetically.

SEE HOW ROJELAN FORMULA 66 CAPSULES MAY HELP YOU!

Today, we are proud to be able to place this wonderful NEW PRODUCT in your hands. "ROJELAN" capsules contain 10 times the minimum daily requirement of Vitamin B-1 and more than 1½ times the requirements of Vitamin C, plus a full range of other important vitamins. We feel "ROJELAN FORMULA" is truly the finest "SUPER TONIC" ever developed...it's so potent that one capsule, taken in the morning, carries you through the entire day. But we don't ask you to take our word for it. Simply use these capsules, in single or double strength concentration, FREE. You don't actually buy them, you try "ROJELAN" at our expense!

TAKE "ROJELAN FORMULA 66 CAPSULES" ENTIRELY ON APPROVAL!

We feel so sure that "ROJELAN" may be the blessing you have been seeking, that we offer it to you on a complete NO RISK, Money Back Guarantee. Take one ROJELAN capsule each day. Then, if you are not completely satisfied they have helped you to feel younger, to enjoy sounder sleep, to have a calmer disposition, and to lead a fuller, more enjoyable life, your money will be refunded, promptly and without question. Simply return the empty bottle and your "ROJELAN" capsules have cost you nothing. What could be fairer? You try "ROJELAN" at our expense, and you are the only judge of their effectiveness. You must be thrilled with the wonderful results. But, THIS OFFER IS NECESSARILY LIMITED, as the supply of Royal Jelly is, each day, in greater demand. ROYAL JELLY is a completely NATURAL PRODUCT, hence only limited quantities can be allocated to ROJELAN.

Mail the enclosed "ROJELAN" Special Order Form today! Don't delay...Get started immediately using this "MIRACLE" NATURAL FOOD that may help you feel good again...that may lead you to enjoy a new "lease on life."

Sincerely yours,

Paul Bronner

Paul Bronner
Registered Pharmacist



307626
JUL 11 1957

Wins Approval Before Congress of 5000 Doctors

Below find listing of Scientific Research evaluation of the marvelous results of the use of Royal Jelly.

"We shall take advantage of the tests made with Royal Jelly . . . it may point the way to regenerating the important glands in our body—giving us a renewed feeling of 'well being'."

"The average 'worker bee' lives 6 weeks—the Queen Bee up to 6 years, yet both have the same origin—the same sex. The reason for this difference in ages among the same insects is—the worker lives exclusively on honey and pollen from flowers, and at the same time the Queen Bee is fed on 'Royal Jelly'."

"'Royal Jelly' cannot be manufactured, nor is it possible to manufacture a product of similar ingredients."

Being a *natural product* there have been observed no cases of intoxication or functional decomposition which happens in many cases with the use of serums or hormones.

"Experiments conducted for more than 10 years in France and Italy permit acceptance of the fact that Royal Jelly works in Beneficial form on the man or woman, and—taking it with regularity they can give the positive benefit of greater energy and health of (reported) up to 20 years of life."

The use of Royal Jelly is long-lasting. The sensation of freshness, vigor and lightness persists long after one stops using it. This super-food is the food for the tired, rundown fatigued convalescent. It may also prove to be the food for those who wish to enjoy life more fully.

What Scientific Opinion Has To Say About "Royal Jelly"

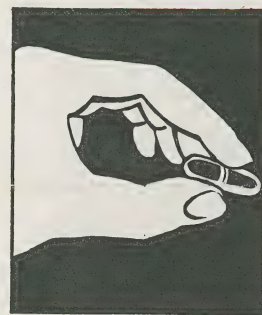
- Gives rapid and effective relief to the suffering of women in their critical years.
- Produces a pleasing state of well-being.
- Permits prolonged intellectual work without tiring.
- Stimulates the appetite.
- Hogs, rats, and guinea pigs fed with Royal Jelly live 20 to 30% longer.
- Royal Jelly gives new energy to those in a weakened state, and greater vigor, more physical and spiritual strength to the healthy.
- Chickens fed with Royal Jelly double their egg output.
- Royal Jelly acts on weakened, tired eyes, giving instantly a sensation of new light.
- Royal Jelly alleviates suffering of men and women in their critical years in a sensational manner.
- Royal Jelly has rejuvenated all those of us who used it.
- Any feelings of tiredness alleviates on taking a minimum of Royal Jelly.

DISCOVERED! New Wonder Capsule So Potent

It Actually "Combats Ills of Old Age" . . . "Helps

Put Back Power Into Important Bodily Functions!"

Source of this Corrective Concentrated Substance Called "ROYAL JELLY" is Queen Bee



Only **ENERJOL CAPSULES** contain genuine Royal Jelly, Oyster Concentrate fortified with therapeutic doses of the Anti-sterility **VITAMIN E**, Anti-nervous **VITAMIN B₁**, alleged, skin lubricant **VITAMIN B₆**, plus **BLOOD BUILDING IRON!**

Medical science reports life may be helped again after 40 as Queen Bee's natural food helps rebuild man's vitality and energy. Royal Jelly—unlike ordinary honey has baffled medical science for over 200 years. In the middle 1890's some of the mystery was dispelled when a French scientist named Leonard Bordas, discovered that Royal Jelly was secreted by special glands located in the heads of worker bees whose job it was to administer to the Queen.

Baffled by the extreme longevity and almost supernatural powers of the Queen Bee, scientists in almost every country in the world have been trying to discover the secret factor in Royal Jelly that gives the Queen Bee its amazing powers. As this is being written they have been able to establish the following information: Royal Jelly diet works wonders in the Queen Bee. She completes her maturity from egg to adult in only 16 days, instead of 24 as is the case with drones and workers. She's twice as large and weighs twice as much as her brothers and sisters. Her life span is 30 times that of ordinary bees.

But, most important is her sex performance. Sometimes she leaves the hive and when she returns, goes on an egg-laying spree. Sometimes laying twice her own weight in eggs in a single day. Tests on humans showed almost unbelievable results.



While there is a difference of opinion among the experts, this is what has been said in:

Medical Journals and National Magazines Say...

- " . . . nectar of the Queens increases both vigor and life span in insects."
 - " . . . rejuvenates glandular activities in human beings."
 - " . . . helps restore vigor, often eliminates a chronic feeling of tiredness."
 - " . . . Royal Jelly is reported to restore life and fertility." Called "Startling New Sex Life of the Bees."
 - " . . . Restores youthful functions to women in the menopause."
 - " . . . This "living" high-energy food now helps you regain youth and vigor."
- (One medical report calls Royal Jelly "A Fountain of Youth Cocktail.")

OYSTERS too, have for years been reported to help stimulate glands all over the body . . .



OYSTER CONCENTRATE FORTIFIES NEW WONDER CAPSULE

The lowly oyster is a bivalve mollusk which is found in nearly all the seas of the world. While the oyster is highly prized as a food, its habits of feeding on kelp and other ocean plants and small animals make it most valuable for medicinal use. High in iodine content it becomes an activator of rare quality.

But, to gain the claimed maximum activating benefits of oysters it would be necessary to eat super-human quantities. Wonderful **ENERJOL** CONTAINS ENOUGH OYSTER CONCENTRATE to supply more than if you ate twelve dozen per day.

Truly, At Last Modern Medical Science Shows How To
LIVE AGAIN AFTER 40!

MORE PROOF INSIDE

Royal Jelly is Better than Hormones, says D. K. Sprado at Medical Congress

"Royal Jelly has been completely successful in certain cases of patients suffering with low blood pressure, with disabilities of the motor nerves and in those who are suffered from climatic sicknesses. Precisely all these maladies have been cured by another more simple means, giving to the sick, small doses of the secretion of Young Bees—Royal Jelly."

ROYAL JELLY ACTIVATES GLANDS of the HUMAN BODY

From a report published in Leading Mexican Magazine, "Tierra":
" . . . however the doctors do know enough to use Royal Jelly in Therapeutic practice as a regenerator of the cells. They recognize the fact that this substance activates the glands of the human body so that it can produce the hormones which are lacking in a sick or weakened body."

Royal Jelly Found IN FAMOUS BOSL EUROPEAN SKIN CREAM—Karlsruhe, Germany

Mr. Bosl of the Bosl Laboratories in Munich gave Doctors of the Congress a great surprise when he confessed that his famous Medical Cream for the Skin was prepared with the Royal Jelly from the Bees . . . This cream was known to the Doctors . . . All of them knew that by means of this cream sagging breasts were raised and mammary glands of women were activated . . . But they hadn't the slightest suspicion that Royal Jelly of the Bees was the active substance in this cream . . . Professor Mario Cordon demonstrated with movies, the action of this cream



at complete Scientific Report on was prepared under the direction of Frederick Banting, the discoverer at the Banting Institute in Ontario. Royal Jelly was found to be concentrated in a particular portion of the important B-Complex and has to do with increasing

NEWSDAY, May 1955

"According to a book published in England in 1941, 'Romance and Adventure,' when Russian Officials sent questionnaires to the CENTENARIANS (people over 100 years old) in the Soviet Union more than half, turned out to be BEEKEEPERS."

Columbia University Scientists to Make Thorough Analysis on ROYAL JELLY

New York—Columbia University in the City of New York has decided to make analysis into the alleged benefits of Royal Jelly.

Now, we believe we have done everything possible to show you the many beneficial results claimed for the **ENERJOL** Plan. We have presented reports of the geriatric value of Royal Jelly, plus Oyster Concentrate—now we ask that you read our liberal money-back guarantee. It should leave no doubt in your mind. We can only urge you to act right now. Mail the enclosed order blank . . . you, too, may bless the day you heard of **ENERJOL!**

JUL 10 1957 307608

The Most Amazing Plan Ever Offered For Home Trial!

Can Energy and Vitality Be Restored With Royal Jelly and Oyster Concentrate In High-Powered, Fortified Capsule?

Could this be the sensation discovery all mankind has been waiting for? Could it increase the average life span of man from 70 and over?

Just recently made available through combined efforts of Scientists, after many years of testing in Medical Laboratories, a wonderful substance called ROYAL JELLY, combined with important vitamins, minerals and OYSTER CONCENTRATE in easy-to-take capsule form. The powers of Royal Jelly have been tested for many years.

Each year sees new advances, new proof as men and women in many countries have claimed the amazing benefits of this potent Queen Bee's Food. (When it was originally imported into the United States it brought as high as \$500.00 per ounce.)

Scientific research has found a way to make this miracle food of the Queen Bee available to the public at reasonable price and easy-to-take oral capsule form.

Medical scientists who have experimented with Royal Jelly, claim that it will perform the functions of helping *Men's and Women's normal powers.*

In the opinion of these reputable physicians, Royal Jelly in ENERJOL removes any possible danger for the laymen in the use of these powerful, concentrated nutritional extracts. This is perhaps the latest, most up-to-date, and greatest advance in history of vitality and virility factors. This combination was created under the strict supervision of a Registered, Licensed Pharmacist and makes the use of these vital elements perfectly safe, when taken as directed.

Every man and woman who feels "old" and "played out" should seriously consider the use of ENERJOL.

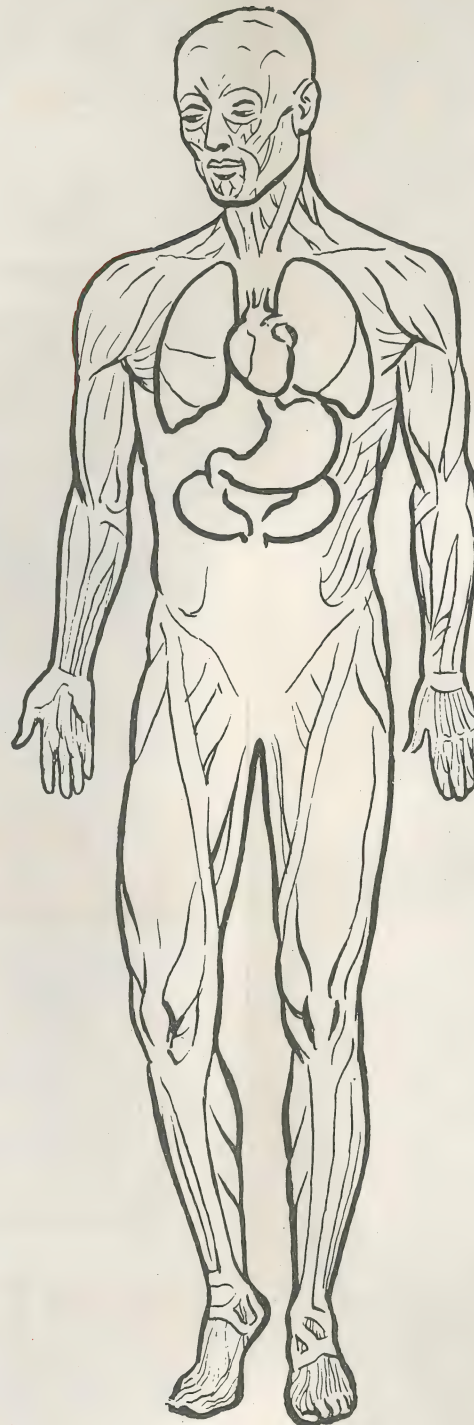
Science Helps Overcome the Nervous Tension of the Change of Life

... without narcotics

Aging folks may not need to become senile. Symptoms such as dizziness, lack of sleep, loss of mental and physical ambition, sexual weakness are all associated with approaching age.

Both men and women with cases of mental tiredness and physical deficiencies may find wonderful results from the wonder food known as Royal Jelly in the ENERJOL Wonder Capsule. According to well-known medical authorities "Favorable and gratifying results have been obtained in cases of aging men and women—some almost miraculous."

Not only may remarkable results be found emotionally, but men and women taking ENERJOL may look forward to renewed vigor and vitality, an increased feeling of pep and security, added strength and energy and once again, enjoy a "New Lease on Life." Many who have tried the ENERJOL Plan call it sheer Magic.



NOW AT LONG LAST . . . The ENERJOL Plan Brings You the most Amazing Formula ever known . . . IMAGINE its power with BOTH ROYAL JELLY and OYSTER CONCENTRATE fortified with a power house in full Therapeutic Strength of such safe energy-building stimulants as:

Vitamin E
(Called the Wonder Vitamin)
Iron
(The Red Blood Builder)
Vitamin B₁
(The Nerve Vitamin)
Vitamin B₂
(The Lubricating Vitamin)

Vitamin B Complex—B₁. This is often called the nerve vitamin because it prevents certain types of neuritis and polyneuritis. Needed for proper utilization of starches and sugars. A deficiency may be the cause of lack of pep, appetite and constipation, though other factors may be involved. ENERJOL Wonder Capsule contains 10 mg, 10 times the usual amount.

B₂. Prevents certain types of cracks around the mouth and lips which develop when this vitamin is deficient. Also aids in lubricating the skin from within, causing it to become softer, smoother, more dew-like. ENERJOL Wonder Capsule contains 5 mg—2½ times the usual amount.

Vitamin E. Believed to be important in reproduction and preventing certain muscular disorders. ENERJOL Wonder Capsule contains 5 units.

Iron. Simple nutritional anemia may be caused by the failure of the system to form good red corpuscles. This condition becomes more noticeable with advancing age and becomes more difficult to relieve if neglected. ENERJOL Wonder Capsule contains 100 mg—ten times the amount usually found in ordinary vitamins.

Royal Jelly. European scientists have reported the wonderful results of their experiments on humans. Middle aged folks have found new vitality and pep, and elderly folks have reported feeling "fit as a fiddle" and to have regained their zest for life and love. ENERJOL (regular) contains 12½ mg of this wonderful substance and ENERJOL (fortified) double strength for folks over 50 contains 25 mg.

Oyster Concentrate. High in iodine content. Although its efficiency has not been established, it is claimed that it may increase sexual potency. ENERJOL Wonder Capsule contains 20 mg.

So, it would seem that the ENERJOL Plan meets and exceeds minimum standards set for folks over 30. You may try this amazing plan without risking one penny, and, you are the sole judge of results.

NOW YOU MAY GAIN THE BENEFIT OF THIS REVITALIZING SUBSTANCE FOUND ONLY IN THE FOOD OF THE QUEEN BEE

Despite 20 years of scientific Research the exact composition of Royal Jelly is still somewhat of a mystery. Medical Scientists and nutritional authorities know that it is rich in proteins and almost a full range of known vitamins, in natural product and high concentration. Royal Jelly is also known as the richest source of Pantothenic Acid, the Important Element in the B-Complex Group having to do with Longevity.

Royal Jelly has been called a "Delayer of Age and Restorer to Vigor." Right now, scientists all over the world are working toward the true answer, but many do say: "Royal Jelly Extract has shown Therapeutic Value for Humans."

Safe to Use: No Matter What Your Age

NO HORMONES—NO SERUMS—NOTHING HABIT FORMING!

Royal Jelly contains Living Natural Substances believed beneficial to men and women, reported Doctors attending the second "International Congress for Biogenetics." One 80-year old French Scientist said "The Bee Secretion may have been known to Ancient Indians, Greeks and Romans and might have been the "Nectar of the Gods" mentioned in Ancient Mythology."

Scientists and Doctors have reported an extensive research conducted over 20 years that "Royal Jelly" is perfectly safe for human consumption.

Reports indicate that "Royal Jelly" may be used with wonderful benefits by folks who undergo a glandular "Change of Life" in middle age. Now that "Royal Jelly" has been combined with power-packed vitamins to meet minimum daily requirements, there is no reason for any man or woman suffering from the symptoms of "change of life" to deny themselves the benefits that may come from taking "Royal Jelly."

Try this "Miracle of Nature" Begin Working For You Today . . . Mail Order Blank Now

We make no exorbitant claims for Royal Jelly or Oyster Concentrate. But, we do want you to try the ENERJOL Wonder Capsule Plan at our risk. Simply fill in convenient order form enclosed, and mail. On arrival of ENERJOL start following the plan, and if at the end of 20 days you are not overjoyed with your improved feeling of well being, return the empty box for refund of your purchase price. You are the sole judge. Don't wait another minute. Fill in and mail today to:

OWEN LABORATORIES, 540 Plymouth Court, Chicago 5, Illinois

New ENERJOL Plan Helps Tone Up The Entire Body!

In 20 Days Let Results You See and Feel Speak for Themselves

The ingredients found in ENERJOL have been carefully compounded to provide a fully daily minimum requirement where they have been established. But since we all have different bodily needs, different diets, and live in different parts of the country, Enerjol will have different

results with each of us. Mineral-poor-soil, modern processing methods, even our own careful cooking can rob foods of important vitamins and minerals. So, it would be impossible to determine how fast you will benefit.

We therefore recommend the 20-Day

ENERJOL Plan which should produce thrilling results. The plan is easy to follow—1 capsule a day does it. But remember the supply of Royal Jelly, which is at present being imported, is limited; so you are urged to try the ENERJOL Plan without delay.

20 DAYS									
1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31									

540 SO. PLYMOUTH COURT
CHICAGO 5, ILLINOIS

The Modern Scientific Answer To Premature Old Age

. . . do you want to live longer, enjoy a care-free life and maintain normal, healthy bodily functions and powers during all these golden years?

Only a few short months ago, the world thrilled to the remarkable recovery of Pope Pius XII. On April 5, 1956 Professor Galeazzi, personal physician to His Holiness, stated that GELLEE ROYAL (Royal Jelly) was an important aid in this miracle-like recovery.

What is Royal Jelly? It is the substance that bees feed to an ordinary bee chosen from their ranks and miracle of miracles, this bee turns into a Queen . . . twice or more the size of ordinary bees . . . with a life span up to 40 times as long as the ordinary bee. Reaching maturity the Queen Bee is fertilized in flight by males who die. The Queen continues her flight to a spot of her choice where she lays eggs many times twice her own weight in a single day, and establishes her own colony of industrious bees.

What is Oyster Concentrate? The Powers attributed to oysters has not been established. Wherever oysters are in abundance, it has been scientifically noted that big families thrive. Oysters are rich in iodine . . . made famous nutritionally by a noted doctor whose health column is published in newspapers far and wide.

AND NOW FOR THE FIRST TIME ROYAL JELLY AND OYSTER CONCENTRATE ARE COMBINED FULL STRENGTH IN A POWERFUL FORMULA FORTIFIED WITH VITAMIN E (THE SO-CALLED ANTI-STERILITY VITAMIN.) IRON (THE RED BLOOD BUILDER) VITAMIN B₁ (THE SO-CALLED ANTI-NERVOUS VITAMIN) and B₂ (THE SO-CALLED LUBRICANT VITAMIN) . . . SO POTENT THAT IT PROMISES RESULTS FAR BEYOND THE WILDEST EXPECTATIONS OF ONLY A FEW YEARS AGO.

This is a marvelous age in which we live . . . an era that brought us the WONDER DRUGS such as Penicillin, Salk Vaccine . . . an era that has seen man's life span increase from 65 years to 72 years according to latest printed insurance company statistics. More important, not only can we expect to live longer, but our productive years have likewise been greatly extended.



...feelings
...minimum of R

**Royal Jelly Found
IN FAMOUS BOSL EUROPEAN
SKIN CREAM—Karlsruhe, Germany**

Mr. Bosl of the Bosl Laboratories
unich gave the Doctors of the Con-
firmed surprise when he confessed
his Medical Cream for the Face
with the Cream for the Face
this cream was made from
all of them was
sage:



...or
...has to do with increasing
...of the important B-Co
...tamins, with
...ity was fo
...g Ins
...& M COLLEGE
...NEWSDAY, MAY
...According to a
...in 1947
...the World's

And now, with the introduction of Royal Jelly for general daily use, it is not inconceivable that ours can well become a nation of super-men and super-women with normal healthy powers and bodily functions vigorously active far into the years ordinarily well beyond our prime. Royal Jelly research already has proved the remarkable powers of this invaluable and great discovery, and as research continues, who knows what wonders beyond the imagination that may develop.

IS ROYAL JELLY SAFE?

Beyond all doubt, it has been proven Royal Jelly is entirely safe for human consumption. It has been given to men and women of all ages over extended periods and with only beneficial effects noted.

WHAT IS THE ENERJOL PLAN?

Enerjol is an easy-to-take capsule containing not only Royal Jelly and Oyster Concentrate, but a particular combination of Vitamins and minerals especially recommended for men and women past 30. Enerjol Capsules (regular) can help you in your 30's, and 40's in a way, we believe, no other combination of vitamins and minerals can. Enerjol Capsules (fortified) are double strength for elderly folks or those who are in more urgent need of the supplementing powers in these potent capsules.

We, therefore, urge you to read the circular enclosed. Be convinced . . . don't let life slip through your fingers . . . don't be licked. Give ENERJOL PLAN the opportunity to help you. Perhaps you, too, will join the ever-increasing ranks of those who bless the day they heard and heeded this momentous message of hope!

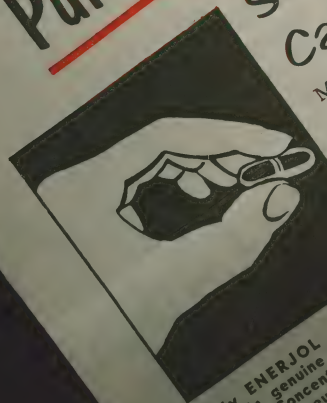
Yours for Vigorous health
through all the ages of man.

R. S. King

P.S. May we caution you that Royal Jelly is still in very short supply. While ordering why not anticipate and order several packages at one time.

307671
AUG 8 1957

DISC
It Actually "C"
Put Back Power Into
Source of this
Called "ROY"



Medical science reports
rebuild man's vitality
science for over 200
French scientist in
glands located in
Baffled in all
scientists in all
in Royal Jelly
have been a
the Queen
as is the
brother
she r
a si

Only ENERJOL CAPSULES
contain genuine Royal Jelly
Oyster Concentrate fortified
with therapeutic doses of the
Anti-sterility VITAMIN E,
Anti-nervous VITAMIN B₁₂, al-
leged, skin lubricant VITA-
MIN B₆, plus BLOOD BUILD-
ING IRON!

Medi
nect
re



Wins Approval Before Congress of 5000 Doctors

Below find listing of Scientific Research evaluation of the marvelous results of the use of Royal Jelly.

"We shall take advantage of the tests made with Royal Jelly . . . it may point the way to regenerating the important glands in our body—giving us a renewed feeling of 'well being'."

"The average 'worker bee' lives 6 weeks—the Queen Bee up to 6 years, yet both have the same origin—the same sex. The reason for this difference in ages among the same insects is—the worker lives exclusively on honey and pollen from flowers, and at the same time the Queen Bee is fed on 'Royal Jelly'."

"Royal Jelly" cannot be manufactured, nor is it possible to manufacture a product of similar ingredients."

Being a natural product there have been observed no cases of intoxication or functional decomposition which happens in many cases with the use of serums or hormones.

"Experiments conducted for more than 10 years in France and Italy permit acceptance of the fact that Royal Jelly works in Beneficial form on the man or woman, and—taking it with regularity they can give the positive benefit of greater energy and health of (reported) up to 20 years of life."

The use of Royal Jelly is long-lasting. The sensation of freshness, vigor and lightness persists long after one stops using it. This superfood is the food for the tired, rundown fatigued convalescent. It may also prove to be the food for those who wish to enjoy life more fully.

What Scientific Opinion Has To Say About "Royal Jelly"

- Gives rapid and effective relief to the suffering of women in their critical years.
- Produces a pleasing state of well-being.
- Permits prolonged intellectual work without tiring.
- Stimulates the appetite.
- Hogs, rats, and guinea pigs fed with Royal Jelly live 20 to 30% longer.
- Royal Jelly gives new energy to those in a weakened state, and greater vigor, more physical and spiritual strength to the healthy.
- Chickens fed with Royal Jelly double their egg output.
- Royal Jelly acts on weakened, tired eyes, giving instantly a sensation of new light.
- Royal Jelly alleviates suffering of men and women in their critical years in a sensational manner.
- Royal Jelly has rejuvenated all those of us who used it.
- Any feelings of tiredness alleviates on taking a minimum of Royal Jelly.

Royal Jelly is Better than Hormones, says D. K. Sprado at Medical Congress

"Royal Jelly has been completely successful in certain cases of patients suffering with low blood pressure, with disabilities of the motor nerves and in those who are suffering from climatic sicknesses. Precisely all these maladies have been cured by another more simple means, giving to the sick, small doses of the secretion of Young Bees—Royal Jelly."

ROYAL JELLY ACTIVATES GLANDS of the HUMAN BODY

From a report published in Leading Mexican Magazine, "Tierra":
" . . . however the doctors do not know enough to use Royal Jelly in Therapeutic practice as a regenerator of the cells. They recognize the fact that this substance activates the glands of the human body so that it can produce the hormones which are lacking in a sick or weakened body."

Royal Jelly Found IN FAMOUS BOSL EUROPEAN SKIN CREAM—Karlsruhe, Germany

Mr. Bosl of the Bosl Laboratories in Munich gave Doctors of the Congress a great surprise when he confessed that his famous Medical Cream for the Skin was prepared with the Royal Jelly from the Bees . . . This cream was known to the Doctors . . . All of them knew that by means of this cream sagging breasts were raised and mammary glands of women were activated . . . But they hadn't the slightest suspicion that Royal Jelly of the Bees was the active substance in this cream . . . Professor Mario Cordon demonstrated with movies, the action of this cream



A complete Scientific Report on was prepared under the direction of Frederick Banting, the discoverer at the Banting Institute in Ontario. Royal Jelly was found to be rich in vitamins, with a particular concentration of pantothenic acid and the important B-Complex. It has to do with increasing

NEWSDAY, May 1955

"According to a book published in England in 1941, 'Romance and Adventure,' when Russian Officials sent questionnaires to the CENTENARIANS (people over 100 years old) in the Soviet Union more than half, turned out to be BEEKEEPERS."

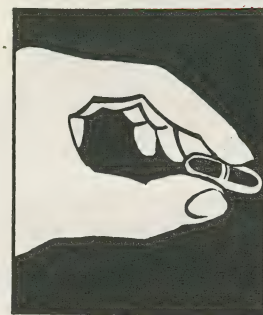
Columbia University Scientists to Make Thorough Analysis on ROYAL JELLY

New York—Columbia University in the City of New York has decided to make analysis into the alleged benefits of Royal Jelly.

DISCOVERED! New Wonder Capsule So Potent

It Actually "Combats Ills of Old Age" . . . "Helps

Put Back Power Into Important Bodily Functions!"



Only **ENERJOL CAPSULES** contain genuine Royal Jelly, Oyster Concentrate fortified with therapeutic doses of the Anti-sterility **VITAMIN E**, Anti-nervous **VITAMIN B₁**, alleged, skin lubricant **VITAMIN B₆**, plus **BLOOD BUILDING IRON!**

Source of this Corrective Concentrated Substance Called "ROYAL JELLY" is Queen Bee

Medical science reports life may be helped again after 40 as Queen Bee's natural food helps rebuild man's vitality and energy. Royal Jelly—unlike ordinary honey has baffled medical science for over 200 years. In the middle 1890's some of the mystery was dispelled when a French scientist named Leonard Bordas, discovered that Royal Jelly was secreted by special glands located in the heads of worker bees whose job it was to administer to the Queen.

Baffled by the extreme longevity and almost supernatural powers of the Queen Bee, scientists in almost every country in the world have been trying to discover the secret factor in Royal Jelly that gives the Queen Bee its amazing powers. As this is being written they have been able to establish this following information: Royal Jelly diet works wonders in the Queen Bee. She completes her maturity from egg to adult in only 16 days, instead of 24 as is the case with drones and workers. She's twice as large and weighs twice as much as her brothers and sisters. Her life span is 30 times that of ordinary bees.

But, most important is her sex performance. Sometimes she leaves the hive and when she returns, goes on an egg-laying spree. Sometimes laying twice her own weight in eggs in a single day. Tests on humans showed almost unbelievable results.



While there is a difference of opinion among the experts, this is what has been said in:

Medical Journals and National Magazines Say...

- " . . . nectar of the Queens increases both vigor and life span in insects."
 - " . . . rejuvenates glandular activities in human beings."
 - " . . . helps restore vigor, often eliminates a chronic feeling of tiredness."
 - " . . . Royal Jelly is reported to restore life and fertility." Called "Startling New Sex Life of the Bees."
 - " . . . Restores youthful functions to women in the menopause."
 - " . . . This "living" high-energy food now helps you regain youth and vigor."
- (One medical report calls Royal Jelly "A Fountain of Youth Cocktail.")

OYSTERS too, have for years been reported to help stimulate glands all over the body . . .



OYSTER CONCENTRATE FORTIFIES NEW WONDER CAPSULE

The lowly oyster is a bivalve mollusk which is found in nearly all the seas of the world. While the oyster is highly prized as a food, its habits of feeding on kelp and other ocean plants and small animals make it most valuable for medicinal use. High in iodine content it becomes an activator of rare quality.

But, to gain the claimed maximum activating benefits of oysters it would be necessary to eat super-human quantities. Wonderful **ENERJOL** CONTAINS ENOUGH OYSTER CONCENTRATE to supply more than if you ate twelve dozen per day.

Truly, At Last Modern Medical Science Shows How To LIVE AGAIN AFTER 40!

MORE PROOF INSIDE

307671 AUG 8 1957

The Most Amazing Plan Ever Offered For Home Trial!

Can Energy and Vitality Be Restored With Royal Jelly and Oyster Concentrate In High-Powered, Fortified Capsule?

Could this be the sensation discovery all mankind has been waiting for? Could it increase the average life span of man from 70 and over?

Just recently made available through combined efforts of Scientists, after many years of testing in Medical Laboratories, a wonderful substance called ROYAL JELLY, combined with important vitamins, minerals and OYSTER CONCENTRATE in easy-to-take capsule form. The powers of Royal Jelly have been tested for many years.

Each year sees new advances, new proof as men and women in many countries have claimed the amazing benefits of this potent Queen Bee's Food. (When it was originally imported into the United States it brought as high as \$500.00 per ounce.)

Scientific research has found a way to make this miracle food of the Queen Bee available to the public at reasonable price and easy-to-take oral capsule form.

Medical scientists who have experimented with Royal Jelly, claim that it will perform the functions of helping Men's and Women's normal powers.

In the opinion of these reputable physicians, Royal Jelly in ENERJOL removes any possible danger for the laymen in the use of these powerful, concentrated nutritional extracts. This is perhaps the latest, most up-to-date, and greatest advance in history of vitality and virility factors. This combination was created under the strict supervision of a Registered, Licensed Pharmacist and makes the use of these vital elements perfectly safe, when taken as directed.

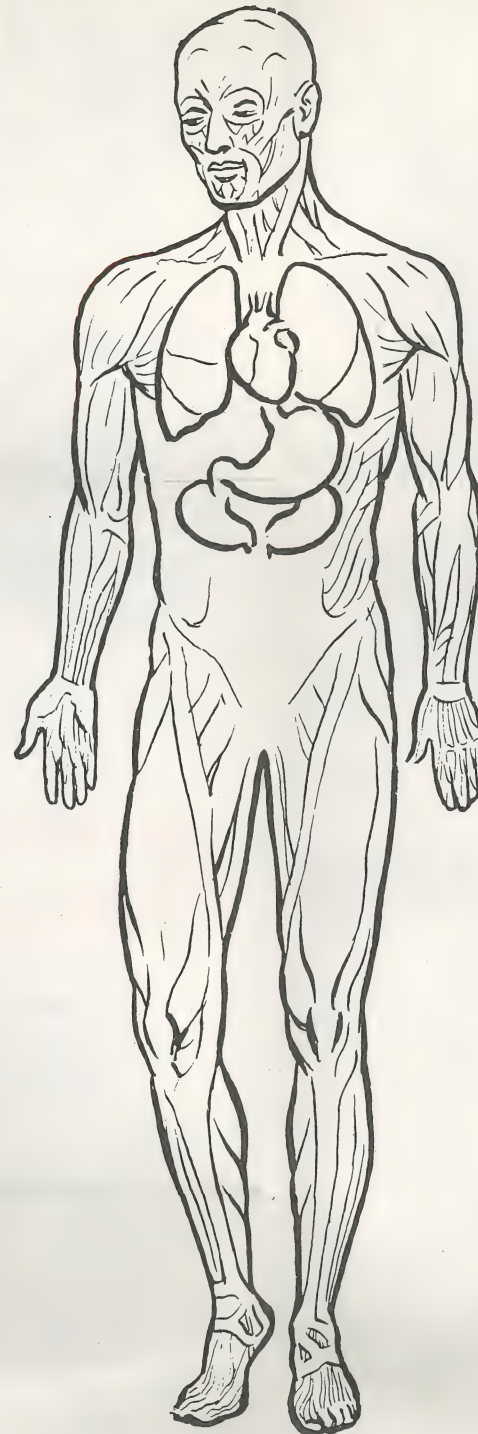
Every man and woman who feels "old" and "played out" should seriously consider the use of ENERJOL.

Science Helps Overcome the Nervous Tension of the Change of Life . . . without narcotics

Aging folks may not need to become senile. Symptoms such as dizziness, lack of sleep, loss of mental and physical ambition, sexual weakness are all associated with approaching age.

Both men and women with cases of mental tiredness and physical deficiencies may find wonderful results from the wonder food known as Royal Jelly in the ENERJOL Wonder Capsule. According to well-known medical authorities "Favorable and gratifying results have been obtained in cases of aging men and women—some almost miraculous."

Not only may remarkable results be found emotionally, but men and women taking ENERJOL may look forward to renewed vigor and vitality, an increased feeling of pep and security, added strength and energy and once again, enjoy a "New Lease on Life." Many who have tried the ENERJOL Plan call it sheer Magic.



NOW AT LONG LAST . . . The ENERJOL Plan Brings You the most Amazing Formula ever known . . . IMAGINE its power with BOTH ROYAL JELLY and OYSTER CONCENTRATE fortified with a power house in full Therapeutic Strength of such safe energy-building stimulants as:

Vitamin E
(Called the Wonder Vitamin)
Iron
(The Red Blood Builder)
Vitamin B₁
(The Nerve Vitamin)
Vitamin B₂
(The Lubricating Vitamin)

Vitamin B Complex—B₁. This is often called the nerve vitamin because it prevents certain types of neuritis and polyneuritis. Needed for proper utilization of starches and sugars. A deficiency may be the cause of lack of pep, appetite and constipation, though other factors may be involved. ENERJOL Wonder Capsule contains 10 mg, 10 times the usual amount.

B₂. Prevents certain types of cracks around the mouth and lips which develop when this vitamin is deficient. Also aids in lubricating the skin from within, causing it to become softer, smoother, more dew-like. ENERJOL Wonder Capsule contains 5 mg—2½ times the usual amount.

Vitamin E. Believed to be important in reproduction and preventing certain muscular disorders. ENERJOL Wonder Capsule contains 5 units.

Iron. Simple nutritional anemia may be caused by the failure of the system to form good red corpuscles. This condition becomes more noticeable with advancing age and becomes more difficult to relieve if neglected. ENERJOL Wonder Capsule contains 100 mg—ten times the amount usually found in ordinary vitamins.

Royal Jelly. European scientists have reported the wonderful results of their experiments on humans. Middle aged folks have found new vitality and pep, and elderly folks have reported feeling "fit as a fiddle" and to have regained their zest for life and love. ENERJOL (regular) contains 12½ mg of this wonderful substance and ENERJOL (fortified) double strength for folks over 50 contains 25 mg.

Oyster Concentrate. High in iodine content. Although its efficiency has not been established, it is claimed that it may increase sexual potency. ENERJOL Wonder Capsule contains 20 mg.

So, it would seem that the ENERJOL Plan meets and exceeds minimum standards set for folks over 30. You may try this amazing plan without risking one penny, and, you are the sole judge of results.

NOW YOU MAY GAIN THE BENEFIT OF THIS REVITALIZING SUBSTANCE FOUND ONLY IN THE FOOD OF THE QUEEN BEE

Despite 20 years of scientific Research the exact composition of Royal Jelly is still somewhat of a mystery. Medical Scientists and nutritional authorities know that it is rich in proteins and almost a full range of known vitamins, in natural product and high concentration. Royal Jelly is also known as the richest source of Pantothenic Acid, the Important Element in the B-Complex Group having to do with Longevity.

Royal Jelly has been called a "Delayer of Age and Restorer to Vigor." Right now, scientists all over the world are working toward the true answer, but many do say: "Royal Jelly Extract has shown Therapeutic Value for Humans."

Safe to Use: No Matter What Your Age

NO HORMONES—NO SERUMS—NOTHING HABIT FORMING!

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20 DAYS

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

On September 23, 1956, a report from Mexico rocked the medical world. It discussed a substance that may enable science to prolong human life.

ROYAL JELLY!

July-1957-Issue

JENASOL

CO.

31 West 47th Street, New York 36, N.Y.



DOCTORS REPORT "MIRACLE" ROYAL JELLY MAY CHANGE YOUR WHOLE LIFE!

Dear Friend:

How would you like to awaken one morning and find yourself possessed with a marvelous sense of "well-being," full of New Pep and Vitality? Wouldn't it be wonderful if you could feel renewed vigor and enjoy a "new lease on life?" Now . . . Scientists say this may happen to you!

You have read about "ROYAL JELLY" in the Nations' most respected newspapers and magazines. This miracle substance enables the Queen Bee to live up to 30 times longer than ordinary worker bees and makes it possible for the Queen to lay twice her weight in eggs in a single day.

ROYAL JELLY MAY MEAN "NEW LIFE" AFTER 40

Reports from Europe tell of an 80 year old Gentleman whose physical condition would make a 50 year old envious. The man regularly partakes of Royal Jelly. According to a book published in England, when Russian Officials sent questionnaires to all the Centenarians (people over 100 years old.) in the Soviet Union, more than half of them turned out to be beekeepers.

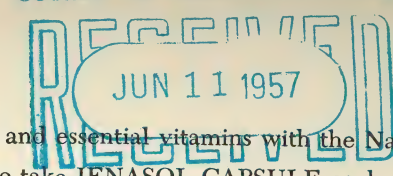
From France and Germany come amazing Scientific Reports of outstanding results obtained with Royal Jelly. One French Authority writes of a woman becoming fertile at the age of menopause, and of a wonderful feeling of "youth and well-being" that resulted from continued use of Royal Jelly.

At this moment, in Leading Universities, Scientists and Nutritionists and Medical Doctors are doing extensive work to determine the exact role that Royal Jelly may play in Your Sex Life, Your Health and Your Emotional Condition. These researchers are especially interested in its effects on those who have passed middle age. They are working on Royal Jelly because this rare NATURAL FOOD has been indicated to contain remarkable Longevity and Sex Factors.

FAMOUS DOCTOR PRAISES ROYAL JELLY

Doctor Paul Niehans, famous Swiss Surgeon and experimenter with Hormones says: "ROYAL JELLY is an activator of the glands" . . . Dr. Niehans discovered that many minor disabilities which bother millions of people such as tiredness, irritability, headaches, insomnia, physical and spiritual convulsions, were easy to cure with the Cellular Therapeutics of the Secretion of the bees which we call Royal Jelly.

This wonder working "elixir," ROYAL JELLY, was rare and inaccessible in quantity in this country. It was not until recently that it was brought to the attention of the American People. LOOK MAGAZINE featured it in a glowing report. The New York Times and Feature Columnists from coast to coast began to tell the important story of Royal Jelly. Scientists from Laboratories which supply us, went to work to make it available in a NEW, NUTRITIONAL TONIC called JENASOL RJ FORMULA 60.



"JENASOL RJ FORMULA 60" combines eight important and essential vitamins with the Natural Food of the Queen Bee, "ROYAL JELLY." Using just one easy-to-take JENASOL CAPSULE each day, you may yet discover, as have thousands of others, the so coveted potion of youth and long life . . . whose marvelous effects seem to overshadow all the problematic and so-proclaimed serums of longevity.

ROYAL JELLY WON APPROVAL BEFORE CONGRESS OF 5,000 DOCTORS IN KARLSRUHE, GERMANY . . .

The General Consensus of Opinion of the Doctors who had performed research on Royal Jelly was that it was found to be an excellent tonic for the nerves, and that it provided one with an almost immediate feeling of "well-being." In some cases depression disappeared, natural vitality was restored, and a more youthful disposition was the patient's reward. Royal Jelly has been known to improve the memory, normalize sexual capacities, and help alleviate some of the ills of age. Researchers have attributed Royal Jelly's potency to vitamins and/or hormones. But the most recent opinion is that its stimulating qualities will eventually be attributed to a "NATURAL X-FACTOR," which can not be produced synthetically.

SEE HOW JENASOL RJ 60 CAPSULES MAY HELP YOU!

Today, we are proud to be able to place this wonderful NEW PRODUCT in your hands. "JENASOL" Capsules contain 10 times the minimum daily requirement of Vitamin B-1 and more than 1½ times the requirements of Vitamin C, plus a full range of other Important Vitamins. We feel "JENASOL FORMULA" is truly the finest "SUPER TONIC" ever developed . . . it's so potent that one capsule, taken in the morning, carries you through the entire day. But we don't ask you to take our word for it. Simply use these capsules, in single or double strength concentration, FREE. You don't buy them, You try "JENASOL" at our expense!

TAKE "JENASOL RJ FORMULA CAPSULES" ENTIRELY ON APPROVAL!

We feel so sure that "JENASOL" may be the blessing you have been seeking, that we offer it to you on a complete NO RISK, Money Back Guarantee. Take one JENASOL CAPSULE each day. Then, if you are not completely satisfied they have helped you to feel younger, to enjoy sounder sleep, to have a calmer disposition, and to lead a fuller, more enjoyable life, your money will be refunded, promptly and without question. Simply return the empty box and your "JENASOL" CAPSULES have cost you nothing. What could be fairer? You try "JENASOL" at our expense, and you are the only judge of their effectiveness. You must be thrilled with the wonderful results. BUT THIS OFFER IS NECESSARILY LIMITED, as the supply of Royal Jelly is, each day, in GREATER DEMAND. (ROYAL JELLY is a completely NATURAL PRODUCT, hence only limited quantities can be allocated to JENASOL)

Mail the enclosed "JENASOL" Special Order Form today! Don't delay . . . Get started immediately using this "MIRACLE" NATURAL FOOD that may help you feel good again . . . that may lead you to enjoy a new "lease on life."

Sincerely,

Charles Ettinger
Charles Ettinger

JUL 3 1957

307678

CAN SEX DRIVE BE RESTORED WITH ROYAL JELLY?

AN AMAZING SCIENTIFIC DISCOVERY, just recently made available through the combined efforts to Scientists who have, after years of testing in Medical Laboratories, developed this wonderful substance in combination with eight important and essential vitamins in an easy to take capsule form. The powers of Royal Jelly, have been tested over many years. Each year has seen new developments, new proof, as men and women from many countries of the world have begun to feel the amazing benefits of this highly beneficial Queen Bee's Food. (The price of Royal Jelly was quoted as high as \$500.00 per ounce in its initial introduction to the U.S.) Now, thanks to the tireless efforts of research scientists, a way has been found to make this wonder working miracle food of the Queen Bee available to the public in comparatively inexpensive, easy-to-take, oral capsule form.

JENASOL Formula 60 Contains Vitamin E . . . Called the Sex Vitamin by Many Doctors

Benefits of Royal Jelly as contained in Jenasol R.J. Formula 60, Scientists found, do not start and stop with Sex. They are healing substances with dazzling possibilities for fighting many human ills. Scores of Doctors testify to seeing prematurely aged men and women become energetic and active again in a more youthful way.

EASY TO SWALLOW CAPSULE FORM

It is no longer necessary to take expensive injections, or pay exorbitant fees for ROYAL JELLY BENEFITS. You get the much wanted results by swallowing CONCENTRATED JENASOL RJ FORMULA 60 CAPSULES, daily, according to directions. The capsule dissolves, releasing the super forces of Royal Jelly to go to work immediately inside your own body and help rejuvenate your own natural functions which may have become deficient.

Effects can be felt more quickly with the double potency SUPER-STRENGTH FORMULA-but satisfactory results are ABSOLUTELY GUARANTEED with either Formula or your money back. Take as directed and unless you are completely delighted with your progress, your money will be returned promptly on request. YOU DO NOT RISK A CENT.

ORDER ROYAL JELLY WITH COMPLETE CONFIDENCE

No Doctor's Prescription is Necessary. If, for any reason, ROYAL JELLY fails to satisfy you, your money will be refunded in full. Try it at our expense! . . . JENASOL, CO., NEW YORK CITY 36

No Doctors Prescription Necessary: Jenasol can be taken with Confidence!

REPORTS KARLSRUHE MEDICAL CONGRESS

Summarizing a report from the Medical Congress in Karlsruhe, Germany; "Royal Jelly is a complete food . . . It acts as a Natural Super-Tonic and is a true organic rejuvenator, giving back to the organism its defenses. In summarizing, we can say that Royal Jelly is the ideal alimentary complement for those who are tired, fatigued, convalescent and dejected, and for those who want to live more fully and to conserve their energies which are lost. When you take Royal Jelly, one obtains these surprising results, which remain long after taking it. Many people are taking it indefinitely and have observed no ill effects. On the contrary, the effects of cellular rejuvenation are accentuated."

SCIENCE OVERCOMES THE DISCOMFORTS OF "CHANGE OF LIFE"

Here Are Some Of The Symptoms of Change of Life

PHYSICALLY and MENTALLY

- "Human Dynamos" slow down amazingly.
- Dizziness
- Weak feeling
- Vague aches and pains
- Listless, "don't care attitude"
- Lacks recuperating power
- Fatigues easily
- Fails to get rest from sleep
- Sexual weakness
- Loss of mental efficiency and ability
- Unable to make simple decisions
- Can't concentrate
- Loss of appetite

EMOTIONALLY

- Nervousness
- Tense feeling

Unhappy, unfortunate men and women with cases of mental tiredness and physical deficiencies may expect wonderful results from the MIRACLE FOOD known as ROYAL JELLY. According to famous Medical Authorities. "Favorable and usually dramatic results have been obtained in cases of aging men and women."

Not only may remarkable results be expected emotionally, but men and women taking Jenasol RJ Formula 60 may look forward to new vigor and vitality, increased pep, added strength and energy and enjoy a "New Lease On Life."

- Moodiness
- Lack of emotional control
- Loss of interest in work
- Loss of self-confidence
- Feeling of futility
- Worries needlessly
- Fear of Future
- Insecurity
- Failing memory
- No zest for life
- Difficult to get along with
- Embarrassed

JUL 3rd 1957
3078Y4

QUICK Magazine

Miracle Bullets:

COUNCIL ON FOOD & NUTRITION
RECEIVED
JUN 11 1957

to cure the ills of Old Age

From a report published in Leading Mexican Magazine, "Tierra:"

Is the Secret of Eternal Youth to be learned from the honey bee? Is Royal Jelly, the special food fed to the Queen Bee and perhaps filched from her by the Russian Apiarists, the answer? Experiments being directed now by scientists and doctors in this country and abroad may provide the answer before long. Work already completed shows that the special nectar of the queens contains factors that increase both vigor and life span in insects and lab animals.

ROYAL JELLY MAKES HEADLINES

Report On: 'Royal Jelly' Restores Life and Manhood

ROYAL JELLY-A FOUNT-OF-YOUTH COCKTAIL?

Scientists Study Queen Bee's Diet

Leading National Magazines, Newspapers, Syndicated Columnists, Medical Journals, and Reports from Medical Congress indicate the benefits of ROYAL JELLY, a "living" high energy food, in helping you regain youth and vigor.

"LIFE-GIVING" REJUVENATION FORMULA ROYAL JELLY

ROYAL JELLY Safe to Use Say Doctors

"Royal Jelly" contains LIVING NATURAL SUBSTANCES beneficial to men and women, reported Doctors attending The Second International Congress for Biogenetics.

Dr. De Pomiade, 80 year old French Scientist and the Senior among the 70 Physicians and Biochemists attending the Congress, said the Bee Secretion might have been known to Ancient Indians, Greeks and Romans, and might have been the "food for the Gods" or "Nektar" mentioned in the Mythology of these Countries.

Scientists and Doctors have reported on research conducted over 20 years that "Royal Jelly" is perfectly safe for Humans to take. That "Royal Jelly" is essentially an excellent Nutritional Supplement, containing Vitamins in extremely high concentration, which are considered to be of the greatest value to human health and vitality.

Reports indicate that "ROYAL JELLY" may be used with great benefits by men and women who undergo a glandular "change of life" in middle age. Now that "ROYAL JELLY" has been combined with large amounts of Vitamins to more than meet the minimum daily requirements by themselves, there is no reason for any man or woman suffering from the symptoms of "change of life" to deny himself the possible benefits that may come from taking "ROYAL JELLY."

From a Leading Newspaper

... "According to a book published in England in 1941, "Romance and Adventure," when Russian Officials sent questionnaires to the CENTENARIANS (people over 100 years old) in the Soviet Union more than half, turned out to be BEEKEEPERS."

Columbia University Scientists to Make Thorough Analysis on ROYAL JELLY

New York—Columbia University in the City of New York has decided to make analysis into the alleged benefits of Royal Jelly.

HY GARDNER, N.Y.

Herald Tribune—New York's Flower-5th Avenue Hospital is seriously considering experimentation with Royal Jelly, widely used in Europe to allegedly stimulate sex activity and extend the span of human life.

Amazing New Medical Discovery Wins Approval Before Congress of 5,000 Doctors

The Scientific Basis of the Miracles of Royal Jelly . . . (excerpts from the report) " . . . We shall take advantage of the experiments with "Royal Jelly" . . . It may lead to regenerating the glands of our body and giving us a new life."

"The worker Bee lives 6 weeks, the Queen 6 years, yet both have the same origin and the same Sex. The reason for this great difference in age among the same insects is the worker lives exclusively on honey and pollen from the flowers, while the Queen Bee is fed Royal Jelly."

"In spite of numerous efforts made, it has not been possible to make Royal Jelly synthetically, nor to manufacture a product of similar properties . . ."

"The indefinite use of Royal Jelly may be extremely beneficial for human beings . . . In some cases it has produced a state of well being and physical conditions which may improve one's actual appearance . . ."

"Being a Natural Product, there have been observed no cases of intoxication with this substance or any functional decomposition which happens with the use of serums and hormones at times . . ."

"Dr. Boyer de Belverer . . . Experiments conducted for more than 10 years in France and Italy allows one to accept the fact that Royal Jelly works in beneficial form on the individual and taking it with regularity, one can obtain a positive benefit of greater energy and health equivalent to twenty years of life."

"Royal Jelly is produced the year round, and its effects in individual cases have been a sensation of freshness, vigor and lightness, and at times persists even after one stops taking it. In summarizing, if this super-food is the food for the very tired, fatigued, convalescent, and depressed, it may also prove to be the food for all those who want to live more fully and for a longer time . . ."

Leading French Scientists Say Royal Jelly:

- Gives rapid and effective relief to the suffering of women in their critical years.
- Produces a pleasing state of well-being.
- Permits prolonged intellectual work without tiring.
- Stimulates the appetite.
- Hogs, rats, and guinea pigs fed with Royal Jelly live 20 to 30% longer.
- Chickens fed with Royal Jelly double their egg output.

Life May Begin Again After 40 as Queen Bee's Natural Food Rebuilds Man's Vitality & Drive

Royal Jelly is totally unlike honey, and has baffled Scientists since the 1700's. In 1894, some of the mystery was dispelled when Leonard Bordas, a French Scientist, discovered that Royal Jelly is secreted by special glands located in the heads of worker bees whose job is to nurse the Queen.

Intrigued by the strange longevity and extraordinary sexual powers of the Queen Bee, leading Scientists in France, Germany, Mexico, Italy, Canada and the U.S. have been trying to discover the Secret Factor in Royal Jelly that so benefits the Queen Bee. Thus far they have been able to establish this amazing information:

Royal Jelly diet works wonders in the Queen Bee. She completes her development from egg to adult in 16 days instead of the 24 required by her brothers and sisters. She is twice the size and weight of other bees. Her life span is from five to eight years, while other bees live only 2 to 6 months.

Most interesting is the Queen Bee's Sex performance. At times, the Queen Bee leaves the hive and mates. Quickly she returns and soon begins an egg laying spree, depositing as many as 2,500 eggs a day.

THIS LITTLE CAPSULE MAY
CONTAIN THE SECRET OF A NEWER
LONGER LIFE and REJUVENATED
PEP and ENERGY FOR YOU!



LET THIS "MIRACLE OF NATURE"
WHICH MEDICAL DOCTORS HAVE
ACCLAIMED BEGIN WORKING FOR
YOU TODAY! START FEELING
GOOD AGAIN!

Royal Jelly Found IN FAMOUS BOSL EUROPEAN SKIN CREAM—Karlsruhe, Germany

Mr. Bosl of the Bosl Laboratories in Munich gave Doctors of the Congress a great surprise when he confessed that his famous Medical Cream for the Skin was prepared with the Royal Jelly from the Bees . . . This cream was known to the Doctors . . . All of them knew that by means of this cream sagging breasts were raised and mammary glands of women were activated . . . But they hadn't the slightest suspicion that Royal Jelly of the Bees was the active substance in this cream . . . Professor Mario Cordon demonstrated with various movies, the action of this cream.

Royal Jelly Reported to Help Those After 40 Suffering From:

Mental Depression . . . Loss of Appetite
. . . Sexual Weakness . . . Digestive Disturbances . . . Headaches . . . Loss of Vigor
. . . Nervousness . . . Aches and Pains . . . Irritability

Observations by Doctors of the Congress Who Took Royal Jelly and Observed Its Use Directly

- Royal Jelly made hair appear and grow on the head of a 60 year old person bald for 20 years, after taking it only a short time.
- Royal Jelly gives new energy to those in a weakened state, and greater vigor, more physical and spiritual strength to the healthy
- Royal Jelly acts on weakened tired eyes, giving instantly a sensation of new light.
- Royal Jelly alleviates suffering of men and women in their critical years in a sensational manner.
- Royal Jelly has rejuvenated all those of us who used it.
- Any feeling of tiredness disappears immediately on taking a minimum of Royal Jelly.
- Royal Jelly saved a relatively young man from impotence and gave new sexual energy.

Now You May Benefit From the "ELIXIR OF YOUTH" Found In the Food of the Queen Bee

Despite 20 Years of Scientific Research, the exact composition of Royal Jelly is somewhat a mystery. Scientists and nutritional experts know that it is rich in protein and almost the full range of known vitamins, in natural product and high concentration. They also report that Royal Jelly is the richest source of Pantothenic Acid, the Important Element in the B-Complex Group having to do with Increasing the Life Span.

ROYAL JELLY AS CONTAINED IN JENASOL RJ 60 FORMULA SOLD ONLY BY JENASOL CO.

Until Jenasol, Co. entered the picture, widespread use of ROYAL JELLY was considered impossible because the 'Nectar' is only produced by natural means in beehives, in minute quantities, and could not be stored for any length of time; a combination of factors which kept the price at fantastic heights. In one recent case, the price was quoted as high as \$500.00 an ounce. However, this drawback has been overcome by scientists working for Jenasol, who have developed and perfected a method for stabilizing the 'Nectar' in powdered form and encapsulating it. These SAFE, BENEFICIAL Capsules of Jenasol RJ Formula 60 can be stored successfully at ordinary room temperatures. Among physicians who have been experimenting with the 'Miracle Nectar' is one Long Island Doctor who reports, "This Formula is proven safe for human internal consumption . . . There seems to be no side effects from Royal Jelly, in fact, it can be used as a highly nutritional food."

Royal Jelly is Better than Hormones, says D. K. Sprado at Medical Congress

"Royal Jelly has been completely successful in certain cases of patients suffering with low blood pressure, with disabilities of the motor nerves and in those who are suffered from climatic sicknesses. Precisely all these maladies have been cured by another more simple means, giving to the sick, small doses of the secretion of Young Bees—Royal Jelly."

ROYAL JELLY ACTIVATES GLANDS of the HUMAN BODY

From a report published in Leading Mexican Magazine, "Tierra:"
" . . . however the doctors do know enough to use Royal Jelly in Therapeutic practice as a regenerator of the cells. They recognize the fact that this substance activates the glands of the human body so that it can produce the hormones which are lacking in a sick or weakened body."

DISCOVERER OF INSULIN Dr. Frederick Banting,

"The most complete Scientific Report on Royal Jelly was prepared under the direction of Dr. Frederick Banting, the discoverer of Insulin, at the Banting Institute in Ontario, Canada. Royal Jelly was found to be rich in proteins and vitamins, with a particularly high concentration of pantothenic acid, the vitamin of the important B-Complex group, that has to do with increasing the life span."

"TEXAS A & M COLLEGE has been conducting experiments on Royal Jelly . . ."

"PROFESSOR G. F. TOWNSEND of ONTARIO AGRICULTURAL COLLEGE is resuming research on Royal Jelly . . ."

"DR. T.H. McGAVACK has agreed to conduct experiments in Longevity with human beings fed Royal Jelly . . ."

KARLSRUHE MEDICAL CONGRESS REPORTS

" . . . From the very first few days, Royal Jelly, gave to those who were taking it, a feeling of well being and euphoria, a renewed vigor, and at the end of a few weeks the whole organism seemed renovated, one notes a rejuvenation in his whole body, as much in his exterior appearance as in the agility of his movements."

Leading Medical Authorities in France, England and Germany:

Attest that Royal Jelly contains Sex Vitamins. The specially processed Royal Jelly has been acclaimed as one of the richest natural sources of Sexual Energy, Vigor and Vitality.

U. S. BIO-GENICS CORP.

136 WEST 52nd STREET

NEW YORK 19, NEW YORK

YOUR LIFE MAY BE CHANGED IN A FEW SHORT DAYS
BY AMAZING NEW DISCOVERY

that world famous doctors and scientists say will --

- * Eliminate chronic tiredness and fatigue
- * Restore sex virility in men
- * Restore youthful sex functions in women
- * Rejuvenate failing or worn out glandular activities
- * Increase life span
- * Stimulate mental activity and improve memory
- * Induce general feeling of well-being

Yes! World famous continental doctors and scientists say a new lease on life may be yours as a result of "royal jelly" -- a remarkable substance manufactured only on special occasions by nursing bees. "Royal jelly" -- totally different from honey -- contains a mysterious ingredient which when fed to an ordinary bee gives it astounding sexual powers, increases its life span by 30 times, and makes it ruler of all the other bees.

CAN ROYAL JELLY ALSO ENDOW HUMANS
WITH FABULOUS SEX POWERS AND LONGER LIFE?

For years scientists have been fascinated by this miracle of nature. They fed "royal jelly" to old hens and were amazed to find that they started laying eggs again. Old, retired roosters resumed their youthful sexual functions. Laboratory animals fed "royal jelly" lived up to 30% longer.

And now -- at last -- reports from continental doctors and scientists with international reputations tell of equally fantastic benefits to men and women who have used "royal jelly". So exciting are these reports that leading newspapers and magazines in this country have featured stories about them.

LOOK MAGAZINE states that French expert Bernard Desouches wrote a book extolling "royal jelly" as a "delayer of age and restorer of sexual vigor". It is this same Bernard Desouches who, at the age of 80 possessed the remarkable physical vigor and mental alertness that would make many a man of 40 envious.

Reuters News Agency, in a world-wide dispatch only a short time ago, quoted Dr. Ricardo Galleazzi-Lisi, personal physician to Pope Pius XII, as saying that Royal jelly was responsible "to a great degree" for the Pope's recovery from his recent grave illness.

A book published in England reports that Russian officials, who sent a questionnaire to all persons over 100 years old, were amazed to discover that more than half of them were bee keepers.

"ACTIVATOR OF THE GLANDS"

AUG 12 1957

The famous Swiss Dr. Paul Niehans says "Royal jelly is an activator of the glands," and that many simple disabilities which take

**YOU MUST BE THRILLED
OR IT COSTS YOU NOTHING!**

U.S. BIO-GENICS CORP.

90 7-2-1957

the joy out of living for millions of people, such as tiredness, stress and irritability, headaches, insomnia, depression, were helped remarkably.

A French authority writes of a woman becoming fertile again at the age of menopause (change of life) and of a glorious feeling of "youth and well-being" resulting from continued use of "royal jelly".

5000 DOCTORS HEAR ROYAL JELLY APPROVED!

A Congress of 5000 doctors in Karlsruhe, Germany, heard amazing reports on research done with "royal jelly". It was found to be an excellent tonic for the nerves. It provided one with an almost immediate feeling of well-being. Cases were reported in which depression disappeared, vitality was restored and a more youthful disposition was the patient's reward. "Royal jelly" has been known to normalize sexual capacities, improve memory and alleviate some of the ills of old age.

PROVE TO YOURSELF HOW ROYAL JELLY CAN HELP YOU --- WITHOUT RISKING A PENNY!

Today we are proud to place this wonderful new discovery in your hands. ROYLJEL FORMULA 101 contains the remarkable "royal jelly" which has created such a sensation in the medical and scientific worlds. ROYLJEL FORMULA 101 is so potent that a single capsule carries you through the entire day! And it is absolutely safe -- not a drug, non-toxic and not habit forming.

Yes! In just 15 days begin to discover that marvelous sense of well-being - that exhilarating feeling of really being alive, of renewed physical and mental vigor, of sound, healthful sleep - that wonderful sensation of youthfulness and accompanying sexual satisfaction!

We are so confident that ROYLJEL FORMULA 101 may be the blessing you have been seeking that we want you to try it without risking a penny! You must be absolutely convinced that you have been really helped -- YOU MUST BE THRILLED WITH THE RESULTS or simply return the empty bottle and ROYLJEL FORMULA 101 will have cost you nothing!

ROYLJEL SUPPLIES LIMITED ACCEPT THIS PERSONAL INVITATION TODAY!

This offer is necessarily limited because "royal jelly" is a completely natural substance and is in short supply. To avoid disappointment MAIL YOUR PERSONALIZE NUMBERED RESERVATION FORM TODAY! Don't delay -- get started immediately using this natural "miracle substance" that may change your whole life!

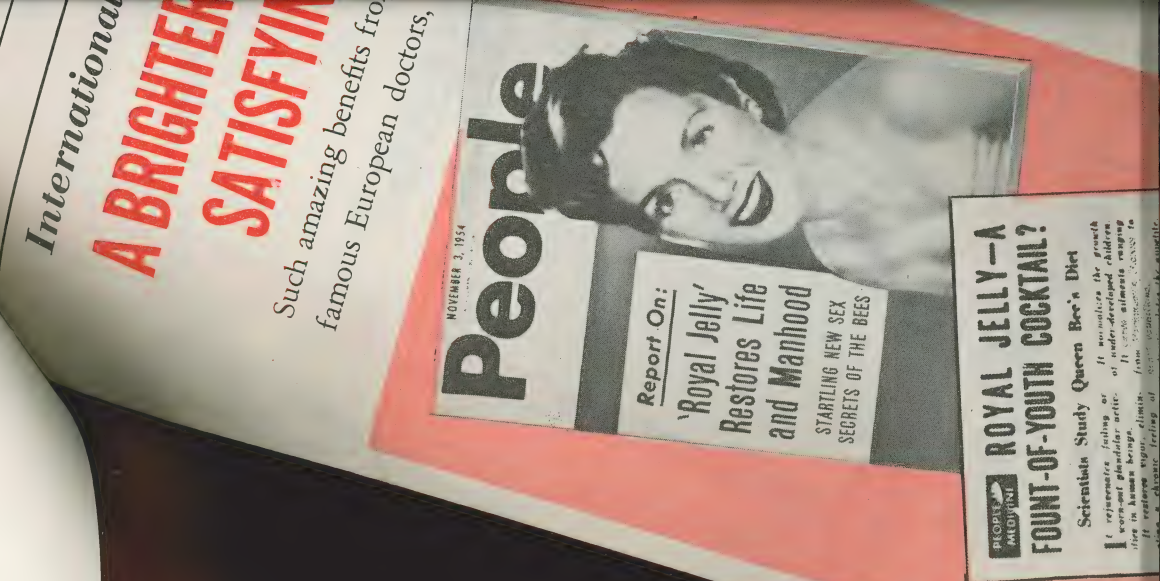
Sincerely yours,

Thomas Rovere

Thomas Rovere

AUG 22 1957

307722



Science News Digest

Wow!

A BRIGHTER AND LONGER, MORE SEXUALLY SATISFYING LIFE WITH ROYAL JELLY!

has been created in this country. Now, on the following pages, you can read for yourself the actual reports that have appeared in many of the nation's most respected newspapers and magazines. You can read too, in their own words, the statements by eminent continental authorities that Royal Jelly will —

- These are not the claims of U.S. Bio-Genics Corp., but the actual findings of internationally renowned men of science.

U.S. Bio-Genics Corp. is presenting this report as a public service and offers high potency Royljel Formula 101 for sale with the understanding that anyone taking Royljel Formula 101 must be thrilled with the results or their money will be refunded in full.

PEOPLE MEASURE

ROYAL JELLY—A FOUNT-OF-YOUTH COCKTAIL?

Scientists Study Queen Bee's Diet

It rejuvenates failing or worn-out glandular activities in human beings.

It restores vigor, eliminates a chronic feeling of tiredness.

It grows hair.

It restores youthful sex functions to women in menopause.

It normalizes the growth of underdeveloped children.

It cures ailments ranging from constipation, chronic to acute conditions.


It stimulates the appetite.

It produces a general state of well-being.


Such are among the claims for royal jelly.

FOR BATH SITE

WOMEN BEGIN GATHER ABOUT QUEEN



New York Post
Pope's Recovery Laid
To 'Nectar' From Bees
...Germany, April 6 (Reuters)—Prof. Ricardo

To 'Nectar' From  **Baden-Baden, West Germany.** April 6 (Reuters).—Prof. Ricardo Galeazzi-Lisi, physician to Pope Pius XII, told a scientific congress here that a substance obtained from bees was responsible "to a great degree" for the Pontiff's recovery from a recent grave illness.

He was addressing the second International Congress for Biogenetics when papers were read yesterday dealing with the "peletons of bees—known as "geletons"—whose chemical composition has not yet been fully established.

FAMOUS NEWSPAPERS AND MAGAZINES REPORT SENSATIONAL BENEFITS WITH ROYAL JELLY!

FEATURES

Chicago Daily Tribune

SUPER-FOOD FROM THE BEES?

Science Studies the Magic in Royal Jelly, Exclusive Fare of Queen Bee, Which Some Day May Help to Rejuvenate Humans

By William Gilman

THE BUSY little bee has been admired by mankind for many centuries. Poets have sung its praises with honeyed phrases. Sermons have been preached on its hard-working habits and its community spirit. And now scientists have begun a deep probe into enthusiastic reports that bees can give us a marvelously concentrated super-food which would pack the punch that Ponce de Leon was seeking in a "fountain of youth."

What the bees have to offer along this line is their glandular secretion called royal jelly. The honey which bees store in their hives is their ordinary food. But this royal jelly is something extra special. The ordinary adult bees don't get a speck of it. It is reserved for their queen.

The New York Times. Tests With Food of Queen Bees

Rejuvenation Tales

Tales of what royal jelly has done in a few human cases are not scientific evidence. One French experimenter, a man of nearly 80, has been taking small doses of royal jelly daily and is said to be remarkably active and is said to be physically. Experiments are also being conducted in Mexico.

Royal jelly is already prescribed by physicians in Mexico. It is so difficult to obtain that it costs several thousand dollars a pound. At this summer's Bee-Keeping Congress to be held in Copenhagen, royal jelly will be discussed in detail. Al-

ROYAL JELLY

Some scientists hope—and a few quietly predict—that a substance which looks like condensed milk but has the tart flavor of rhubarb may become the basis for tomorrow's wonder drug. Known to beekeepers as royal jelly, it is the miracle food responsible for the queen bee's longer life, greater size and beauty and extraordinary sexual powers. Totally unlike honey, royal jelly has baffled apirists since the 1700's. In 1894, some of the mystery was dispelled when French scientist Leonard Bordas, now 92 and still pursuing the riddle, discovered that royal jelly is secreted by special glands located in the heads of worker bees whose job is to nurse the queen.

Does the bee hold the key
to longer, better human lives?
Here's evidence that it may.

Miracle Bullets

to cure the ills of Old Age



Why do queen bees reach twice the size and live 10 times as long as the drones and workers in the hives—and lay more than their weight in eggs a day?

Why do beekeepers—in the Soviet Union, at least—live to a hale and hearty old age?

Is the secret of eternal youth to be learned from the honey bee? Is royal jelly, the special food fed to the queen bee and perhaps filched from her by the Russian apiarists, the answer?

Experiments being directed now by scientists and doctors in this country and abroad may provide the answer before long. Work already completed shows that the special nectar of the queens contains factors that increase both vigor and life span in insects and laboratory animals.

Journal of the American

Bees, Not Birds, Know Facts of Life

WHY does the Queen Bee live for five years while the busy little working bees live only six weeks? Why is the Queen Bee bigger, more beautiful, more fertile, as well as longer-lived?

Behind these questions lies a honey of a mystery about a substance known as "Royal Jelly," which is manufactured by baby bees on the 5th and 6th day of life and which is the only diet of the Queen Bee.

All a-buzz with eagerness, Mr. Bloom called Prof. E. J. Dyce of Cornell and Prof. G. F. Townsend of Ontario College in Canada and sent me both their statements.

Research Results

As background for them, I learned that experiments in royal jelly began 18 years ago in Germany, France and Mexico, and that in Canada the great discoverer of insulin, Sir Frederick Banting, suggested research be done on it at the Banting Institute.

Also that a congress of 5,000 German doctors had stated years ago that pigs fed on royal jelly lived 20% to 30% longer than other pigs, that young hens increased their output when fed on it, and old hens started laying eggs again.

"It's definitely on the books," said Prof. Dyce, "for us to start experimentation here at Cornell in royal jelly." He spoke of Prof. Townsend, once a pupil of his, who had worked with Banting's colleague, a Dr. Lucas.

"They isolated a factor," he went on, "that appears to increase the egg laying capacity of the fruit fly. We have heard stories . . . about what is has done for humans in Europe.

Newsday

THE TEL

TORONTO, WEDNESDAY,

Rejuvenate Man

Bees may soon set the medical world buzzing, the Ontario Beekeepers' Association was told yesterday.

This tip came from R. B. Willson, a New York honey dealer who has a scientific as well as a commercial interest in bees.

In Greek mythology, ambrosia was the food of the gods. But Mr.

Willson spoke about the food of queens—queen bees.

Doctors are wondering, though, if royal jelly might not be the answer to many human ailments and diseases. They have noticed

that this remarkable substance has a rejuvenating effect on patients suffering from many degenerative diseases.

New York Post

Pope's Recovery Laid To 'Nectar' From Bees

Baden-Baden, West Germany, April 6 (Reuters)—Prof. Ricardo Galeazzi-Lisi, physician to Pope Pius XII, told a scientific congress here that a substance obtained from bees was responsible "to a great degree" for the Pontiff's recovery from a recent grave illness.

He was addressing the second International Congress for Biogenetics when papers were read yesterday dealing with the secretions of bees—known as "geleeroyal"—whose chemical composition has not yet been fully established.

The substance causes queen bees to hatch from normal eggs and larvae with a "vital power" far greater than that of normal working bees.

Dr. De Pomlade, 80-year-old French scientist and the senior

among the 70 physicians and biologists attending the congress, said the bee secretion might have been known to ancient Indians, Greeks and Romans, and might have been the "food for the gods" or "nectar" mentioned in the mythology of these countries.

PEOPLE IN MEDICINE

ROYAL JELLY—A FOUNT-OF-YOUTH COCKTAIL?

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U.S. BIO-GENICS CORP., 136 WEST 52 ST., N. Y. 19

Report

'Royal Jelly' Restores and Manhood

STARTLING NEW SECRETS OF THE BEE

RS AND MAGAZINES
AL BENEFITS

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New York Times. With Food of Queen Bees

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Journal NEW YORK American

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"They isolated a factor," he went on, "that appears to increase the egg laying capacity of the fruit fly. We have heard stories . . . about what is has done for humans in Europe.

THE TELEGRAM

TORONTO, WEDNESDAY, DECEMBER 7, 1955

Rejuvenate Man With Bee Jelly?

Bees may soon set the medical world buzzing, the Ontario Beekeepers' Association was told yesterday.

This tip came from R. B. Willson, a New York honey dealer who has a scientific as well as a commercial interest in bees.

In Greek mythology, ambrosia was the food of the gods. But Mr.

Willson spoke about the food of queens—queen bees.

Doctors are wondering, though, if royal jelly might not be the answer to many human ailments and diseases. They have noticed

that this remarkable substance has a rejuvenating effect on patients suffering from many degenerative diseases.

Royal jelly is produced in the glands of nurse-maid bees in a hive. For the first two days of their lives, all young bees are fed on it—but later it is fed exclusively to queens.

In fact, Mr. Willson explained, it is this diet of royal jelly that makes a bee into a queen. And queen bees outlive generations of

ordinary worker bees.

The youth-giving factor in royal jelly, Mr. Willson said, is in the pantothenic acid it contains. Also, royal jelly is filled with vitamins,

New York Post Pope's Recovery Laid To 'Nectar' From Bees

Baden-Baden, West Germany, April 6 (Reuters)—Prof. Ricardo Galeazzi-Lisi, physician to Pope Pius XII, told a scientific congress here that a substance obtained from bees was responsible "to a great degree" for the Pontiff's recovery from a recent grave illness.

He was addressing the second International Congress for Biogenetics when papers were read yesterday dealing with the secretions of bees—known as "geleer royal"—whose chemical composition has not yet been fully established.

The substance causes queen bees to hatch from normal eggs and larvae with a "vital power" far greater than that of normal working bees.

Dr. De Pomiade, 80-year-old French scientist and the senior

among the 70 physicians and biochemists attending the congress, said the bee secretion might have been known to ancient Indians, Greeks and Romans, and might have been the "food for the gods" or "nectar" mentioned in the mythology of these countries.

PEOPLE IN MEDICINE ROYAL JELLY—A FOUNT-OF-YOUTH COCKTAIL?

Scientists Study Queen Bee's Diet

It rejuvenates failing or worn out glandular activities in human beings. It restores vigor, eliminating a chronic feeling

It restores youthful sex functions to women in menopause.

It normalizes the growth of under-developed children.

It stimulates the appetite. It produces a general state of well-being.

Such are among the claims for royal jelly—

U.S. BIO-GENICS CORP., 136 WEST 52 ST., N. Y. 19

LOOK

People

Report On:

'Royal Jelly'
Restores Life
and Manhood

STARTLING NEW SEX
SECRETS OF THE BEES

HOW YOU CAN TRY ROYAL JELLY ON SENSATIONAL NO-RISK PLAN!

Yes! You can actually discover what Royal Jelly can do for you — without risking a single penny!

For complete details of this sensational trial plan see next page!

"GIVES ENERGY AND HEALTH EQUAL TO 20 YEARS OF LIFE" SAYS INT'L CONGRESS REPORT!

Excerpts from the International Congress Report on Royal Jelly:

"Dr. Boyer de Belverer . . . Experiments conducted for more than 10 years in France and Italy allow one to accept the fact that Royal Jelly works in beneficial form on the individual and taking it with regularity, one can obtain a positive benefit of greater energy and health equivalent to twenty years of life."

"It may lead to regenerating the glands of our body and giving us a new life."

ROYAL JELLY RICH IN LIFE-SPAN ELEMENTS — SAYS DR. BANTING, CO-DISCOVERER OF INSULIN!

"The most complete Scientific Report on Royal Jelly was prepared under the direction of Dr. Frederick Banting, the discoverer of Insulin, at the Banting Institute in Ontario, Canada. Royal Jelly was found to be rich in proteins and vitamins, with a particularly high concentration of pantothenic acid, the vitamin of the important B-Complex Group, that has to do with increasing the life span."

ROYAL JELLY "DElayer OF AGE RESTORER OF SEXUAL VIGOR"

After 20 Years of Scientific Research, the exact composition of Royal Jelly is still a mystery. Scientist and nutritional experts know that it is rich in protein and almost the full range of known vitamins. They also report that Royal Jelly is the richest source of Pantothenic Acid, the Important Element in the B-Complex Group having to do with Increasing the Life Span.

A few years ago, the world-famous French Nutrition Expert, Bernard Desouches wrote a book praising Royal Jelly as a "Delayer of Age and Restorer of Sexual Vigor."

NOW — IN JUST 15 DAYS DISCOVER HOW ROYAL JELLY MAY CHANGE YOUR LIFE!

Try ROYLJEL FORMULA 101 — Completely At Our Risk!

A New Feeling of Rejuvenation Increased Pep & Energy May Be Yours

Now you too may benefit from this new medical discovery recently made available through the efforts of research scientists. This wonderful substance, in combination with many important and essential vitamins in an easy-to-take capsule form, is now available in ROYLJEL Formula 101. Over the years, men and women from many countries of the world have testified to amazing benefits derived from this scarce Queen Bee's Food. The "New York Times" reported that at one time ROYAL JELLY cost several thousand dollars a pound. Now, thanks to the tireless efforts of research scientists, a way has been found to make this wonder-working miracle food of the Queen Bee available to the

public in inexpensive, easy-to-take, oral capsule form.

Every man and woman who feels "old" and "played out" should seriously consider the use of this Super Tonic ROYLJEL Formula 101.

Inexpensive... Easy-to- Take... Rapid Acting... Royljel Capsules

You can now get the desired results of Royal Jelly by taking concentrated ROYLJEL FORMULA 101 CAPSULES daily. Each capsule, in addition to the precious Royal Jelly, contains more than 10 times the normal daily requirements of Vitamin B-1, 2½ times the daily need of Vitamin B2, and more than 1½ times the suggested daily intake of Vitamin C. The capsule dissolves rapidly, releasing the in-

herent powers of Royal Jelly inside your body... to help rejuvenate your natural, bodily functions.

Take ROYLJEL and unless completely delighted with results, your money will be refunded... promptly.

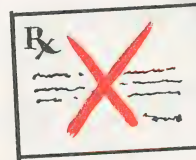
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Karlsrue Medical Congress Reports:
"Royal Jelly is a complete food... acts as a natural Super-Tonic and is a true organic rejuvenator... Royal Jelly is the ideal alimentary complement for those who are tired, fatigued, convalescent and dejected... and for those who want to live more fully and to conserve their energies which are lost. When you take Royal Jelly, one obtains these surprising results which remain long after taking it."



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OR IT COSTS YOU NOTHING!

ROYLJEL FORMULA 101

THESE MEDICALLY PURE CAPSULES MAY BE YOUR ANSWER TO RE-NEWED VIGOR, REJUVENATED ENERGY... IN FACT MAY BE THE SOURCE OF A LONGER LIFE.

Royljel Formula 101 Capsules are still in limited supply. Try them with complete confidence and at our expense. But you must act right now. If your PERSONALIZED NUMBERED ORDER is not received within a reasonable time, your supply of Royljel Formula 101 Capsules will be transferred.

DON'T PASS UP THIS RARE OPPORTUNITY TO PROVE FOR YOURSELF WHAT INTERNATIONAL DOCTORS AND SCIENTISTS HAVE PROCLAIMED.

AUG 22 1957
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U.S. BIO-GENICS CORP., 136 WEST 52 ST. N. Y. 19

U. S. BIO-GENICS

Science News Digest

VOLUME MCMLVII • I

Wow!

Internationally Famous Doctors and Scientists Say—

A BRIGHTER AND LONGER, MORE SEXUALLY SATISFYING LIFE WITH ROYAL JELLY!

Such amazing benefits from the use of Royal Jelly have been reported by world famous European doctors, scientists and bio-chemists that a storm of excitement

has been created in this country. Now,

on the following pages, you can read for yourself the actual reports that have appeared in many of the nation's most respected newspapers and magazines. You can read too, in their own words, the statements by eminent continental authorities that Royal Jelly will —

- Restore youthful sex functions in women already experiencing change of life
- Restore sex virility in men
- Rejuvenate failing or worn out glandular activities in humans
- Induce general feeling of well-being
- Stimulate mental activity
- Improve memory
- Increase life span
- Eliminate chronic tiredness and fatigue
- Normalize growth in underdeveloped children

These are not the claims of U.S. Bio-Genics Corp., but the actual findings of internationally renowned men of science.

U.S. Bio-Genics Corp. is presenting this report as a public service and offers high potency Royljel Formula 101 for sale with the understanding that anyone taking Royljel Formula 101 must be thrilled with the results or their money will be refunded in full.



New York Post Pope's Recovery Laid To 'Nectar' From Bees

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among the 70 physicians and bio-chemists attending the congress, said the bee secretion might have been known to ancient Indians, Greeks and Romans, and might have been the "food for the gods" or "nectar" mentioned in the mythology of these countries.

ROYAL JELLY ACCLAIMED AT MEDICAL CONGRESS

Summarizing a report from the Medical Congress in Karlsruhe, Germany: "Royal Jelly is a complete food . . . It acts as a Natural Super-Tonic and is a true organic rejuvenator, giving back to the organism its defenses. In summarizing, we can say that Royal Jelly is the ideal alimentary compliment for those who are tired, fatigued, convalescent and dejected, and for those who want to live more fully and to conserve their energies which are lost. When you take Royal Jelly, one obtains these surprising results, which remain long after taking it.

ROYAL JELLY ENTHUSIASTS LIST VIRTUES

(From the Chicago Tribune)

Just what are the Royal Jelly claims . . . Here are the virtues listed by Royal Jelly's enthusiasts:

- Produces "general state of well-being."
- Permits prolonged intellectual work without tiring.
- Stimulates appetite.
- Normalizes growth of underdeveloped children.
- Gives fast, effective relief to women suffering critical years.
- Eliminates "chronic feeling of tiredness."
- Lengthens lives of experimental animals and insects.
- Rejuvenates failing or worn out glands, producing feeling of youthfulness.

ROYAL JELLY — A VERITABLE FOUNTAIN OF YOUTH COCKTAIL?

The magazine "PEOPLE" states that reports from Europe tell of an 80-year-old medical gentleman whose physical condition would make a 50-year-old envious; the man regularly partakes of Royal Jelly. A young woman, married to an artist, suffered from neurasthenia. After three days of treatment with Royal Jelly, she is quoted as having said: "I feel a zest for life which I had not had before."

Some have attributed Royal Jelly's potency to vitamins and/or hormones. *But the most recent opinion is that its stimulating qualities will eventually be attributed to a still unknown X-factor.*

"STIMULATES THE MIND — HELPS WOMEN IN CRITICAL YEARS" — SAY FRENCH SCIENTISTS!

"Royal Jelly produces a pleasing state of well being . . . permits prolonged intellectual work without tiring . . . gives rapid and effective relief to the suffering of women in their critical years."

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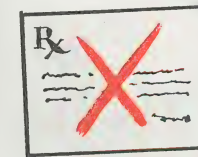
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SPECIAL 50% SALE...2 for the PRICE of 1!

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JENASOL CO., 31 West 47th Street, New York 36, N.Y.

JUN 11 1957

Please send me the SPECIAL OFFER as Marked Below:

I enclose \$_____ Cash, Check or Money Order. The very first Capsules must help me feel better or my Money will be Refunded Promptly and without question. (I save up to \$2.00 by sending payment with order. Jenasol Co. will ship postage paid.)

- ☐ Send 1 Single Strength Royal Jelly 15-Day Supply Jenasol Capsules \$5.00. (Include FREE an EXTRA 15-Day Supply. I Save \$5.00)
- ☐ Send 1 DOUBLE STRENGTH Royal Jelly 15-Day Supply Jenasol Capsules \$7.50. (Include FREE an EXTRA 15-Day Supply. I Save \$7.50)
- ☐ Send 1 Single Strength Royal Jelly 30-Day Supply Jenasol Capsules \$9.00. (Include FREE an EXTRA 30-Day Supply. I Save \$9.00)
- ☐ Send 1 DOUBLE STRENGTH Royal Jelly 30-Day Supply Jenasol Capsules \$12.50. (Include FREE an EXTRA 30-Day Supply. I Save \$12.50)
- ☐ Send 1 DOUBLE STRENGTH Royal Jelly 60-Day Supply Jenasol Capsules \$20.00. (Include FREE an EXTRA 60-Day Supply. I Save \$20.00)

Name _____ Address _____

City _____ Zone _____ State _____

Sorry, No C.O.D.'s Shipped without a \$2.00 deposit—ALL ORDERS RUSHED TO YOU IN PLAIN WRAPPER

THIS OFFER GOOD ONLY UNTIL MIDNITE JULY 30th, 1957

Extensive Medical work has been done on Royal Jelly. We have compiled this vast amount of laboratory research and present it in light of the following:

Many authorities still dispute the efficacy of Royal Jelly, while others are able to establish it as a potential boon to man-kind. The answer will perhaps lie with you. We, therefore, offer you the opportunity to use and test Royal Jelly in our specially developed formula, at our expense. You owe it to yourselves to try this new, completely safe formula on a Money Back Guarantee basis.

We have listed below some of the extensive Medical and Laboratory research that has been done with Royal Jelly:

Dr. De. Pomiade, 2nd International Congress of Biogenetics, Baden-Baden, Germany; April 5, 1956.

M. Chaigneau, Research Director, Point De Vues, Paris, France; February 5, 1953

Dr. Maurice Mathias, Pasteur Institute of Tunisia, October, 1952.

Cowdry's Problem of Aging, Thomas S. Gardner, (Reprinted from Journal of Gerontology, Vol. 8, No. 3, July 1953.)

Analyses of Royal Jelly and Pollen, Nevin Weaver and Kenneth A. Kuiken, (Technical Contribution, No. 1485 Texas Agricultural Experiment Station.)

Gerontotherapeutics, Thomas S. Gardner, (Reprinted from the Scientific Monthly, Vol. LXXII, No. 3, March, 1951.)

Vitamins in Bee Nutrition, Haydak & Vivind, (Reprinted from the Annals of the Entomological Society of America, Vol. 43, No. 3, September, 1950, Division of Entomology and Economic Zoology, and the Division of Agricultural Biochemistry, University Farm, St. Paul 1, Minn.)

Longevity Factors in Royal Jelly, Thomas S. Gardner, (Reprinted from Journal of Gerontology, Vol. 3 No. 1, January 1948.)

Chemical Examination of Lipid Fraction of Royal Jelly, G.F. Townsend & Cameron Lucas, University of Toronto, (Reprinted from Science, July, 1940, Vol. 92, No. 2376, Page 43.)

The Chemical Nature of Royal Jelly, G.F. Townsend and C. Lucas, of the Department of Research, (medical) Banting Institute, University of Toronto, (Reprinted from the Biochemical Journal, Vol. XXXIV, Nos. 8 and 9, PP. 115-1162, 1940.)

Composition of Royal Jelly, R.M. Nekaant and D. Breese Jones, from the Bureau of Entomology and Plant Quarantine, Department of Zoology, Louisiana State University, and the Bureau of Chemistry & Soils, United States Department of Agriculture.

Royal Jelly, McCleskey & Melampy, (Reprinted September 6, 1939, from Journal of Economic Entomology 32, (4) 581.)

JENASOL RJ 60 CAPSULES

ANALYSIS of ROYAL JELLY:

Protein	30.62
Total Sugar in Dextrose Form	11.70
Total Sugar in Sucrose Form	3.35
Extract of Ether	15.22
Rate of Iodine of the Extract	12.51
Total Nitrogen or Nitrogen Products	4.58
Total Phosphorous	0.67
Sulphur in Different Forms	0.38
Water (1000)	24.15
Ash	2.34

In addition Jenasol Special Formula Capsules Contain:
10 Times the Normal Daily Requirement of Vitamin B-1,
2½ times the daily need of Vitamin B-2, and more than
1½ times the suggested daily intake of Vitamin C.

Specimen submitted by Dr. G.—Texas. Reaction positive. Another doctor, finding no evidence of tumor, declared patient “absolutely free” from cancer, and the urine test wrong. Five months later, patient taken to _____ hospital, died of cancer.

CANCER GLEANINGS

Press reports of May 16, 1947 state that Dr. Konrad Dobringer and C. P. Rhoads of the Sloan-Kettering Institute for cancer research, N. Y. told the American Association for Cancer Research, meeting at the Stevens Hotel in Chicago, of the discovery of a chemical compound which appeared much more frequently in the urine of cancer patients than in normal individuals. This, the doctors stated, may be a ‘clue’ to the role the compound plays in the cause and control of cancer, and may be a signpost to cancer reaction. Several other urine cancer tests were published in recent years.

Dr. Edw. H. Ochsner, chief surgeon at Augus-tana Hospital, Chicago, 1923:

“I concluded that x-rays were of no real value in cancer. I became convinced that it was not only useless but actually harmful, increased the pain, reduced resistance of normal tissues, thus actually making the patient less able to combat the disease.”

“For seventeen years I have preached this doctrine at my clinics, expressed this view at medical meetings, and carefully watched the effects of x-rays for thirty years. I have never seen a case cured by its use.

“I have literally asked hundreds of practicing physicians to report to me in detail a single case of cancer cured by x-rays. I am still waiting for such a report.”

Prof. Carl Lewin (Institute for Cancer Research, Berlin, Germany)

“That is precisely the problem of therapy of malignant growths, that local treatment is incapable of curing. Even the earliest ‘early diagnosis’ can avail little, because unfortunately, the disease is no local ailment.”

“He who has ever seen, what we so frequently observe in our clinics, that following the surgical removal of a tumor, even in the most earliest stage, a crop of metastasis and recurrence appear in only a short time, can not fail to recognize that very early, microscopic foci are distributed throughout the body. The organs may for a

time cope with, and stay the growth. Only when the resistance no longer suffices, these microscopically small elements grow, and we have the picture of cancer. Here is therefore local treatment insufficient because such fails to reach the source of the disease”. (Med. Wochsch. 1926 No. 11)

Sir Arbutnot Lane (London, England)

“Cancer is a constitutional disease. It may be prevented in practically every instance by adherence to a vegetable diet and maintenance of proper drainage of the cells”—“Cancer is essentially a nutritional disease, a disease of faulty feeding, not a mysterious disease which can be fathomed only by eminent scientists who have specialized in micro-biology, chemistry and other sciences. Cancer results from chronic poisoning of the tissues of the body during decades. The foundation of cancer is laid in the kitchen and in the dining room, and women have it in their power to limit its ravages and even to eliminate it altogether”—“Most diseases have their origin in the intestinal tract and can be prevented and even cured by other than surgical or medicinal methods.”

There can be but little doubt that by ignoring these truths, disease and untimely death, will continue to plague the world. (Held)

HOW TO SEND URINE SPECIMEN: Place one ounce of patient's urine in a clean bottle. Stopper with cork (not with metal cap). If not mailed at once, place bottle on lower shelf of refrigerator. Do not freeze specimen, nor add any preservative. For promptest arrival send by special delivery and air mail.

204724

JUL 17 1952

The Urine Test For Cancer

This treatise is addressed
solely to physicians.

William Held, M.D., LL.B.

4880 Sheridan Road
Chicago 40, Ill.

Research conducted by clinicians and others engaged in cancer research has shown that in most cases the urine of patients, definitely known to be afflicted with the disease, differs chemically from the urine of individuals free from such malignancy.

RELIABILITY — The urine test for cancer is not a recent discovery. It has been employed for years by physicians in the routine of their practice, and found very helpful as a means of comparing, corroborating and evaluating findings arrived at by other methods. The test has been made independent of, as well as along with exploratory surgery, biopsies and x-ray. No 100 percent infallibility can be claimed for the urine test, any more than such claim can rightfully be made for any other known cancer test. In the vast majority of cases, the correctness of the urine cancer test has been substantiated by subsequent developments and other tests.

TECHNIQUE — The test consists in the chemical treatment of a specimen of the individual's urine. After a definite period of such chemical action, the resulting REACTION (color and precipitate) permits of three possible interpretations:

POSITIVE—suggestive of the existence of malignancy.

NEGATIVE—failure to obtain a positive reaction, suggestive of absence of malignancy.

DOUBTFUL—a reaction lacking the characteristic signs observed in either the positive or negative reaction.

A POSITIVE REACTION may at times occur in the absence of any detectable symptoms of cancer. In such cases positive reaction should be viewed as the exception to the rule. Subsequent developments in such instances may show that the patient was afflicted with the disease at the time when the urine test was made.

A NEGATIVE REACTION in the presence of malignancy may sometimes occur in cases where the cancer patient recently has been, or still is, under the influence of deep x-ray or radium therapy. The same observation has been made in some instances where certain iodine preparations or other medicinals, or dietary treatment had been administered for prolonged periods.

Such findings suggest a degree of regression, a temporary slowing of destructive malignant processes, however not in the sense of a cure.

By repeated urine tests during the patient's illness, a check of the progress or response to treatment should be possible.

THE ABDERHALDEN SEROLOGICAL CANCER TEST, the technique of which the writer acquired under personal supervision of Emil Abderhalden, at the University of Halle, Germany, reveals not only the presence, but also the site of a malignant growth, when such exists. The urine cancer test indicates only the absence or presence of malignancy in the patient's body.

Fortunately, the urine test suffices in most cases, because the physician, by his study of the case history, observation and x-ray examination, in a given case, has already formed an opinion as to the location of a suspected tumor. His chief interest is to ascertain whether he is dealing with a benign or malignant condition. The urine cancer test is expected to supply the answer.

The advantages of the Abderhalden test by obviating the need of biopsy, x-ray or other tests, are self evident. However, the very technical steps necessary in this test, would make the same only practical when conducted on a large scale. Several years ago attention to the Abderhalden test was called by the writer to 5000 physicians in the United States, who, unfortunately failed to evince interest in the matter.

EARLY DIAGNOSIS The urine test for cancer permits comparatively early recognition of existing malignancy, regardless of the degree to which a tumor, if any, may have developed. This seems important in view of the regrettable wide spread, erroneous belief, that the appearance of a tumor is an "early sign" of the disease.

Qualified workers engaged in cancer research are of the opinion that a malignant growth, far from being an early symptom, is in fact the local and late evidence of the systemic, the constitutional disease cancer. It has been author-

itatively stated that the maturing or development of a malignant tumor in most cases may require years.

It seems significant, and speaks volumes in support of the constitutional nature of cancer, a disease permeating the entire body, that all conventional therapy aimed at the destruction of the local lesion, the growth, has dismally failed to stay the appallingly high cancer mortality, during all the years that the discovery of a tumor has been bespoken as "early diagnosis", and treated as a local disease, which certainly it is not.



Dr. Wm. Held with Prof. Abderhalden in Physiological Laboratory, University of Halle, Germany.

How, otherwise, would it be possible to diagnose cancer by examination of a specimen of the patient's blood serum, as by the Abderhalden method, when there is no evidence of a tumor, or by the urine cancer test, from a urine specimen.

It should be very apparent that the surgical removal of the local symptom of cancer, the tumor, has no better chance of curing cancer, than would the complete amputation of a chancrous organ cure syphilis, because the chancre is a late local, visible evidence of the presence of the constitutional disease syphilis. Excise a cancerous tumor, and the patient remains cancerous, cut off a chancrous organ, and the spirochaeta of syphilis remain undisturbed.

MAIN PURPOSE OF OFFERING URINE CANCER TEST TO PHYSICIANS

Notwithstanding the large number of correct findings reported by physicians who have availed themselves of the test, it apparently requires a far larger number of case reports before the urine cancer test will no longer be viewed as an experimentation in the light of research.

Only by reports from physicians as to the correctness of tests, based on comparison with other methods and on their own observation and knowledge of the history in a given case, can the real merit of the urine cancer test be fairly evaluated.

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Specimen submitted by Dr. G.—Texas. Reaction positive. Another doctor, finding no evidence of tumor, declared patient “absolutely free” from cancer, and the urine test wrong. Five months later, patient taken to _____ hospital, died of cancer.

CANCER GLEANINGS

Press reports of May 16, 1947 state that Dr. Konrad Dobringer and C. P. Rhoads of the Sloan-Kettering Institute for cancer research, N. Y. told the American Association for Cancer Research, meeting at the Stevens Hotel in Chicago, of the discovery of a chemical compound which appeared much more frequently in the urine of cancer patients than in normal individuals. This, the doctors stated, may be a ‘clue’ to the role the compound plays in the cause and control of cancer, and may be a signpost to cancer reaction. Several other urine cancer tests were published in recent years.

Dr. Edw. H. Ochsner, chief surgeon at Augustana Hospital, Chicago, 1923:

“I concluded that x-rays were of no real value in cancer. I became convinced that it was not only useless but actually harmful, increased the pain, reduced resistance of normal tissues, thus actually making the patient less able to combat the disease.”

“For seventeen years I have preached this doctrine at my clinics, expressed this view at medical meetings, and carefully watched the effects of x-rays for thirty years. I have never seen a case cured by its use.

“I have literally asked hundreds of practicing physicians to report to me in detail a single case of cancer cured by x-rays. I am still waiting for such a report.”

Prof. Carl Lewin (Institute for Cancer Research, Berlin, Germany)

“That is precisely the problem of therapy of malignant growths, that local treatment is incapable of curing. Even the earliest ‘early diagnosis’ can avail little, because unfortunately, the disease is no local ailment.”

“He who has ever seen, what we so frequently observe in our clinics, that following the surgical removal of a tumor, even in the most earliest stage, a crop of metastasis and recurrence appear in only a short time, can not fail to recognize that very early, microscopic foci are distributed throughout the body. The organs may for a

time cope with, and stay the growth. Only when the resistance no longer suffices, these microscopically small elements grow, and we have the picture of cancer. Here is therefore local treatment insufficient because such fails to reach the source of the disease”. (Med. Wochsch. 1926 No. 11)

Sir Arbutnot Lane (London, England)

“Cancer is a constitutional disease. It may be prevented in practically every instance by adherence to a vegetable diet and maintenance of proper drainage of the cells”—“Cancer is essentially a nutritional disease, a disease of faulty feeding, not a mysterious disease which can be fathomed only by eminent scientists who have specialized in micro-biology, chemistry and other sciences. Cancer results from chronic poisoning of the tissues of the body during decades. The foundation of cancer is laid in the kitchen and in the dining room, and women have it in their power to limit its ravages and even to eliminate it altogether”—“Most diseases have their origin in the intestinal tract and can be prevented and even cured by other than surgical or medicinal methods.”

There can be but little doubt that by ignoring these truths, disease and untimely death, will continue to plague the world. (Held)

HOW TO SEND URINE SPECIMEN: Place one ounce of patient's urine in a clean bottle. Stopper with cork (not with metal cap). If not mailed at once, place bottle on lower shelf of refrigerator. Do not freeze specimen, nor add any preservative. For promptest arrival send by special delivery and air mail.



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The Urine Test For Cancer

This treatise is addressed
solely to physicians.

William Held, M.D., LL.B.

4880 Sheridan Road
Chicago 40, Ill.

Research conducted by clinicians and others engaged in cancer research has shown that in most cases the urine of patients, definitely known to be afflicted with the disease, differs chemically from the urine of individuals free from such malignancy.

RELIABILITY — The urine test for cancer is not a recent discovery. It has been employed for years by physicians in the routine of their practice, and found very helpful as a means of comparing, corroborating and evaluating findings arrived at by other methods. The test has been made independent of, as well as along with exploratory surgery, biopsies and x-ray. No 100 percent infallibility can be claimed for the urine test, any more than such claim can rightfully be made for any other known cancer test. In the vast majority of cases, the correctness of the urine cancer test has been substantiated by subsequent developments and other tests.

TECHNIQUE — The test consists in the chemical treatment of a specimen of the individual's urine. After a definite period of such chemical action, the resulting REACTION (color and precipitate) permits of three possible interpretations:

POSITIVE—suggestive of the existence of malignancy.

NEGATIVE—failure to obtain a positive reaction, suggestive of absence of malignancy.

DOUBTFUL—a reaction lacking the characteristic signs observed in either the positive or negative reaction.

A POSITIVE REACTION may at times occur in the absence of any detectable symptoms of cancer. In such cases positive reaction should be viewed as the exception to the rule. Subsequent developments in such instances may show that the patient was afflicted with the disease at the time when the urine test was made.

A NEGATIVE REACTION in the presence of malignancy may sometimes occur in cases where the cancer patient recently has been, or still is, under the influence of deep x-ray or radium therapy. The same observation has been made in some instances where certain iodine preparations or other medicinals, or dietary treatment had been administered for prolonged periods.

Such findings suggest a degree of regression, a temporary slowing of destructive malignant processes, however not in the sense of a cure.

By repeated urine tests during the patient's illness, a check of the progress or response to treatment should be possible.

THE ABDERHALDEN SEROLOGICAL CANCER TEST, the technique of which the writer acquired under personal supervision of Emil Abderhalden, at the University of Halle, Germany, reveals not only the presence, but also the site of a malignant growth, when such exists. The urine cancer test indicates only the absence or presence of malignancy in the patient's body.

Fortunately, the urine test suffices in most cases, because the physician, by his study of the case history, observation and x-ray examination, in a given case, has already formed an opinion as to the location of a suspected tumor. His chief interest is to ascertain whether he is dealing with a benign or malignant condition. The urine cancer test is expected to supply the answer.

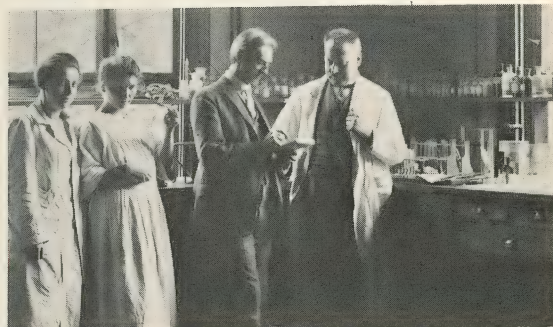
The advantages of the Abderhalden test by obviating the need of biopsy, x-ray or other tests, are self evident. However, the very technical steps necessary in this test, would make the same only practical when conducted on a large scale. Several years ago attention to the Abderhalden test was called by the writer to 5000 physicians in the United States, who, unfortunately failed to evince interest in the matter.

EARLY DIAGNOSIS The urine test for cancer permits comparatively early recognition of existing malignancy, regardless of the degree to which a tumor, if any, may have developed. This seems important in view of the regrettable wide spread, erroneous belief, that the appearance of a tumor is an "early sign" of the disease.

Qualified workers engaged in cancer research are of the opinion that a malignant growth, far from being an early symptom, is in fact the local and late evidence of the systemic, the constitutional disease cancer. It has been author-

itatively stated that the maturing or development of a malignant tumor in most cases may require years.

It seems significant, and speaks volumes in support of the constitutional nature of cancer, a disease permeating the entire body, that all conventional therapy aimed at the destruction of the local lesion, the growth, has dismally failed to stay the appallingly high cancer mortality, during all the years that the discovery of a tumor has been bespoken as "early diagnosis", and treated as a local disease, which certainly it is not.



Dr. Wm. Held with Prof. Abderhalden in Physiological Laboratory, University of Halle, Germany.

How, otherwise, would it be possible to diagnose cancer by examination of a specimen of the patient's blood serum, as by the Abderhalden method, when there is no evidence of a tumor, or by the urine cancer test, from a urine specimen.

It should be very apparent that the surgical removal of the local symptom of cancer, the tumor, has no better chance of curing cancer, than would the complete amputation of a chancrous organ cure syphilis, because the chancre is a late local, visible evidence of the presence of the constitutional disease syphilis. Excise a cancerous tumor, and the patient remains cancerous, cut off a chancrous organ, and the spirochaeta of syphilis remain undisturbed.

MAIN PURPOSE OF OFFERING URINE CANCER TEST TO PHYSICIANS

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Ultra Violet

ray helps

CalciVita

Essence of Sunshine

The full significance of the Ultra Violet ray has not yet been discovered. Just how great a part this vital element of sunshine plays in our lives is not fully understood.

Science, however, has gone far, and in developing an artificial method of producing the Violet ray, has contributed a great gift to humanity.

Now, through Ultra Violet ray treatment, various foods are made to contain the all important Vitamin D. Some products, like Cod Liver Oil, have their natural Vitamin D content increased by the action of the Ultra Violet ray.

For an entirely different reason CalciVita is submitted to Ultra Violet ray treatment. As a result, CalciVita has an absolute no-bacteria count under test.

This purity is only one advantage of the Ultra Violet ray treatment of CalciVita. Careful research and analytical study are constantly revealing additional properties resulting from the Ultra Violet ray treatment.

And it is important to remember that the Ultra Violet ray process is exclusive with CalciVita.

No other mineral water has this important help.



No Magic!

There are no trick electric treatments, no secret processes, no extreme claims in the manufacture of CalciVita.

Any chemist can analyze it and his analysis will show that it is composed of such chemical elements as Iron, Magnesium Chlorine, Phosphorous, Potas-

sium, Sodium, Sulphur and Calcium. These and others (in smaller quantities) are compounded into a solution that is treated for easy assimilation by the human body.

These are elements that the body requires to maintain the proper alkalinity. Rarely can they be taken into the system directly.

We get some in various foods, especially fruits and vegetables, but not in sufficient quantity to offset the damage done by our ordinary way of living.



CalciVita, the Rebuilder

Ill health is a result of our system being thrown out of balance. Poisonous matter accumulates. As it increases we grow more sickly.

Children start out in life with the proper balance between acids and alkalines in their body. A number of causes may destroy this balance. As we grow older the acidity increases because the acids are not properly eliminated.

Various ailments result. We recognize these ailments as soon as they are definitely localized. They range from colds to more serious conditions and they all yield to the proper treatment.

CalciVita attacks them at their sources. It corrects the condition. It hastens the removal of the harmful toxic matter and sets up a favorable balance that sets the system functioning normally again.

CalciVita is not a tonic in itself although it possesses tonic properties. It is not a laxative although it promotes natural elimination. It is not a medicine although remarkable curative results have been acclaimed by its users.

Give CalciVita a Chance

We make no claim for recovery from disease by the use of CalciVita alone. However, the enthusiastic testimony of so many users is positively overwhelming.

Your case may be different. Yet CalciVita has seldom failed. If you are suffering from Arthritis, high blood pressure, Catarrh, Sinus Trouble, Throat Troubles, Stomach and Heart Trouble, various blood diseases, Kidney and Liver diseases, Rheumatism, Lumbago or Neuritis—these or hundreds of other diseases and weaknesses, by all means try CalciVita.

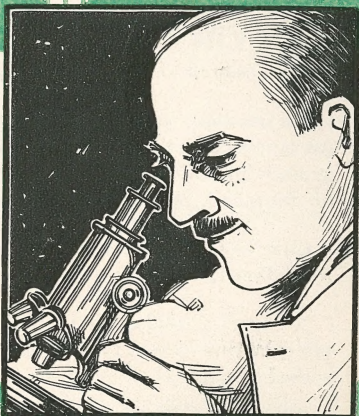
If it has proved so beneficial to others, why should it fail with you?

Call or write our representative. CalciVita is distributed only by personal contact. This assures the best of service and the best results.



CalciVita Incorporated
Toledo, Ohio

What is CalciVita



What is CalciVita?

CalciVita is the product of modern medical science. Its name reveals its character. Chemical analysis shows that it has a highly beneficial calcium content. Its treatment by the modern Ultra Violet ray has vitally improved its natural health-giving qualities.

But, besides these two attributes, CalciVita contains a right balance of those indispensable elements of bodily health: Iron, Magnesium, Chlorine, Phosphorous, Potassium Sodium and Sulphur.

These are elements of human vigor and vitality. They should be present in some form or other in the system of every really healthy man, woman and child.

The average adult, however, lacks many—some, most of these vital factors. Result: A disposition to the various bodily ills.



What does CalciVita do?

CalciVita provides your system with the necessary chemical elements in a form that is easily absorbed by the body.

For instance, we know the body requires iron. Yet we cannot assimilate iron in its natural state. We eat spinach and other vegetables, even though they may be distasteful, because they contain iron.

CalciVita provides the necessary iron in a pure form directly to the system.

We need phosphorous to build bones. There is phosphorous in CalciVita — pure — and easily absorbed by the body.

Calcium—the lack of which plays an important part in most every disease—is a vital element in CalciVita. And it is pure calcium, so treated that the body takes it up directly, naturally.

CalciVita does what nature would like to do—but does it more quickly. That's why so many sufferers of a long list of chronic complaints report almost miraculous, almost instant relief.



Proof in Results

No one knows how far CalciVita goes in restoring good health. We have the reports of remarkable cases. These cases embrace a long list of diseases, such as Arthritis, Catarrh, Sinus Trouble, Goitre, Bronchitis, Asthma, Hay Fever, Bright's Disease, Gall Stones, Tumor, Rheumatism, Lumbago and Pneumonia.

But CalciVita is specifically recommended for the treatment of Indigestion, Stomach Ulcers, Gastritis and other stomach disorders.

CalciVita, coming as it does into direct contact with the stomach first, acts immediately to correct any over-acid condition.

Rheumatism, Lumbago, Neuritis, Arthritis and similar diseases are known to yield to CalciVita treatment.

Asthma, Catarrh, Sinus Trouble and Bronchitis respond to CalciVita treatment with truly remarkable results.

CalciVita is especially recommended for diseases of the blood—Kidney and Liver troubles.



Easy to Take

CalciVita is pleasant and easy to take. In most cases it requires no unusual treatment what-so-ever. It should, in no way, interfere with your regular, daily routine.

It is not cathartic. It has no unpleasant after effects.

CalciVita is distributed through direct representatives of this company. This policy is for your protection. It assures you of careful, personal attention—direct responsibility.

It is your guarantee against substitution.

If you want to enjoy the best in life—continuous good health; if you want to guard against any or all of a long list of complaints; if you want to make an honest, serious effort to eliminate disease from your body; then you owe it to yourself to investigate CalciVita.

Phone or write our representative listed below—or write the home laboratories. No obligation in any way.

If CalciVita cannot help you, you will be told and a reason given.

But when you know of the thousands who have benefited by this treatment, isn't it worth investigating?



CalciVita Incorporated
Toledo, Ohio

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